

80  
m 37

# AMERICAN NURSERYMAN

The National Journal Of Commercial Horticulture



Circulating Throughout the United States, Canada and Abroad, Featuring Commercial Horticulture in all its Phases of Nursery Stock, Orchard, Landscape Planting, Distribution. Published Semi-Monthly by American Fruits Publishing Company, Inc.



Vol. XXVIII

ROCHESTER, N. Y., AUGUST 15, 1918

No. 4

## Classified Business Announcements In this Issue

Audubon Nurseries .....	Ornamental Nursery Stock .....	57	Landscape Architecture.....	By Samuel Parsons .....	59
Bailey's Cyclopedia .....	Standard Work .....	47	Levavasseur & Sons.....	French Nursery Stock .....	57
Bernardin, E. P.....	General Nursery Stock .....	57	Lindley Nursery Co., J. Van..	N. C. Peach Seed .....	59
Chase Company, Benjamin..	Nursery Labels .....	59	Monroe Nursery .....	General Nursery Stock .....	48
Cole, W. B.....	Ornamental Nursery Stock .....	57	Nursery Trade Directory .....	Reference Book .....	47
Donaldson Company .....	Ornamental Nursery Stock .....	48	Nat. Florists' Board of Trade. Collection Accounts .....	46	
Farmar, L. J.....	Strawberry Specialist .....	59	Norman, T. R.....	Clematis and Shrubs .....	57
Gardner Nursery Co.....	Strawberry Plants .....	57	Nut Culture .....	American Nut Journal .....	59
Geneva Nursery, The .....	General Nursery Stock .....	48	Old Dominion Nurseries .....	General Nursery Stock .....	59
Greening Nursery Co.....	Apple, Pear, Peach.....	45	Onarga Nursery Company.....	Lining Out Stock .....	48
Hillenmeyer & Sons, H. F....	Ornamental Nursery Stock .....	48	Parsons Wholesale Nurseries .....	General Nursery Stock .....	57
Hobbs & Sons, C. M.....	General Nursery Stock .....	48	Principles of Pruning .....	By M. G. Kains .....	46
Hood & Company, W. T.....	General Nursery Stock .....	59	Rolker & Sons, August.....	Imported Nursery Stock .....	57
Horticultural Advertiser.....	British Trade Periodicals .....	46	Simpson & Sons, H. M.....	Cherry Trees .....	46
Howard Rose Co.....	Own Root Field Grown Roses.....	59	Smith Company, W. & T.....	General Nursery Stock .....	48
Ilgrenfritz' Sons Co., I. E....	General Nursery Stock .....	48	Wild Bros. Nursery Co.....	Peonies, Mallow Marvels .....	57
			Willadean Nurseries .....	Ornamental Nursery Stock .....	48
			MONTHLY GUIDE .....	Classified Advertisements .....	46

**RAIN! RAIN! RAIN!** We have been fortunate in getting plenty of good, soaking rain all summer, and our trees have made a wonderful, strong, thrifty growth. We offer for LATE FALL and EARLY SPRING shipments a large stock of **APPLES** 3 year, grown from whole root 7 to 12 m-m French Imported Apple Seedlings. A very fine, thrifty, well rooted stock of trees.

	11-16 and up	5-8 to 11-16		11-16 and up	5-8 to 11-16		11-16 and up	5-8 to 11-16
Alexander .....	300	100	Jonathan .....	2500	2500	R. I. Greening .....	1500	750
Arkansas Black .....	150	200	King (Tompkins) .....	1000	400	Rox. Russett .....	200	
Bellflower .....	500	150	Longfield .....	400	100	Rome Beauty .....	2000	1000
Baldwin .....	8000	3000	M. B. Twig .....	500	400	Rambo .....	1500	600
Ben Davis .....	500	1000	Munson Sweet .....	300	100	Snow .....	750	350
Chenango .....	800	1000	Mann .....	250	250	Staymans Winesap .....	1500	
Duchess .....	5000	2000	Maiden Blush .....	250	400	Sweet Bough .....	350	200
Early Harvest .....	250	300	N. W. Greening .....	500	300	Stark .....	750	300
Fallawater .....	200		Northern Spy .....	2500	2000	Talman Sweet .....	500	500
Gideon .....	5000	3000	Ox Noble .....	250	100	Wealthy .....	2500	2500
Golden Russett .....	300	150	Ontario .....	150	200	Wagner .....	2500	3500
Grimes Golden .....	1500	2000	Pewaukee .....	600	200	Wolf River .....	1000	400
Gravenstein .....	100	100	Paradise Winter Sweet .....	100		Yellow Transparent .....	2500	2000
Gano .....	1000	600	Red Astrachan .....	500	700	York Imperial .....		200

We offer a fine stock of 1-2 to 6-8 inch grads in all varieties above mentioned.

## PEACHES

9-16 and up, 7-16 to 9-16 and 5-16 to 7-16 grades. Our peaches will grade 75 per cent. to No. 1, owing to the splendid growth they have made all summer, on account of the abundance of rain-fall. If desired we can select out a heavy grade, stronger than No. 1.

### LIST OF VARIETIES:

700 Alexander .....	750 Greensboro .....	40000 Elberta .....	5000 Salway .....
250 Bronson .....	2500 Heath Cling .....	300 Foster .....	400 Wonderful .....
7000 Banner .....	1000 Anderson .....	2500 Golden Drop .....	2500 Yellow St. John .....
5000 Crawford Late .....	4000 Beers Smock .....	500 Hills Chill .....	1000 Mountain Rose .....
3000 Carman .....	4000 Crawford Early .....	5000 J. H. Hale .....	25000 New Prolific .....
700 Crosby .....	300 Chairs Choice .....	600 Lemon Cling .....	1900 O. M. Free .....
200 Early Michigan .....	3500 Champion .....	1000 Mayflower .....	500 Oceana .....
4000 Engles Mammoth .....	500 Early Rivers .....	1000 Niagara .....	1000 Stump .....
4000 Fitzgerald .....	500 Early Barnard .....	1000 O. M. Cling .....	750 Triumph .....
400 Globe .....		1000 Red Hills Chill .....	350 Weeds Barnard .....

**STANDARD PEARS** 3 year, extra fine. Special low prices on Keiffer.

	3-4 and up	5-8 to 3-4		3-4 and up	5-8 to 3-4		3-4 and up	5-8 to 3-4
Kieffer .....	14000	300	Bordeau .....	300	150	Early aHrvest .....	225	
Clairgeau .....	2500	800	Lawrence .....	450	40	Vermont Beauty .....	160	25
Clapps .....	1100	500	L. B. Jersey .....	200	25	Koonce .....	40	40
Wilder .....	900	150	Illinois Lincoln .....	40	15			

**SHRUBS**—500,000 shrubs, extra strong and well developed stock, especially adapted for landscape planting. Shade and ornamental trees in all varieties. **WANTED IN EXCHANGE**—Apple, pear, plum and cherry seedlings, also small fruits. Attractive prices will be given in carload lots as long as supply holds out.

**THE GREENING NURSERY COMPANY, Monroe, Michigan.**

1500 ACRES

ESTABLISHED 1850

# AMERICAN NURSERYMAN---August 15, 1918

**EDITORIAL DEPARTMENT**—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on those subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce photographs relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. All photographs will be returned promptly.

**ADVERTISING**—Advertising forms close on the 12th and 27th of each month. If proofs are wanted, copy should be on hand one week earlier. Advertising rate is \$1.40 per column-width inch.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the enorl operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

**SUBSCRIPTIONS**—"AMERICAN NURSERYMAN" will be sent to any address in the United States for \$1.50 a year; to Canada or abroad for \$2.00 a year. Add ten cents unless bank draft, postal or express money order is used.

RALPH T. OLCOOT  
Editor and Manager

AMERICAN FRUITS PUBLISHING COMPANY, INC.

39 State Street,  
Rochester, N. Y.

**WHAT THIS MAGAZINE STANDS FOR**—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.  
**INDEPENDENT AND FEARLESS**—"AMERICAN NURSERYMAN" is not the official journal of any organization. It therefore makes no distinction in favor of any. It is untrammeled in its absolutely independent position and is the only Nursery Trade publication which is not owned by nurserymen.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

## American Nurseryman Monthly Guide For Purchasers

Rate for Announcements in this Department: 25 cents per line; minimum charge \$1.00 per issue.

### GENERAL NURSERY STOCK

#### ALABAMA

HUNTSVILLE WHOLESALE NURSERIES, HUNTSVILLE—Apples, pears, plums, peaches, cherries, roses, pecans and magnolia grandiflora. Send for price list.

#### CALIFORNIA

HOWARD ROSE COMPANY, HEMET—Full line of high grade roses.

#### INDIANA

C. M. HOBBS & SONS, BRIDGEPORT, IND.—General line of fruit and ornamental nursery stock. Can furnish ornamental trees in almost any size wanted.

H. M. SIMPSON & SONS, VINCENNES—Cherry Tree Specialists.

#### ILLINOIS

ONARGA NURSERY COMPANY, ONARGA—Lining out stock, Barberry, Forsythia, Philadelphia, etc.; Iberia Privet.

L. F. DINTELMANN, BELLEVILLE—Fruit and Shade Trees, Evergreens, Shrubs, Hedge Plants. Peony roots, Gladiolus bulbs, both home-grown and imported. Simplex tree barker, \$20.

#### IOWA

SHENANDOAH NURSERIES, SHENANDOAH—General line of high grade nursery stock.

MOUNT ARBOR NURSERIES, SHENANDOAH—Complete line of high quality nursery stock for the wholesale trade. Apple seedlings. Grafts.

#### KANSAS

E. P. BERNARDIN, PARSONS—General line of fruit and ornamental Nursery Stock.

### Cherry Trees

We offer for sale our usual supply of first-class one year, two and three year

### CHERRIES

Can furnish some extra heavy trees for landscape work. Both Mahaleb and Mazzard roots.

Send us a list of your wants

H. M. SIMPSON & SONS  
Vincennes, Indiana

### NO MATTER WHAT

Periodicals you are taking you cannot afford to be without "American Nurseryman," declared by leading Nurserymen throughout the country to be beyond question the most able and valuable Nursery Trade Journal published.

Twelve and one-half cents a month by the year. Twenty-four issues a year.

A recent subscriber to our Credit and Information List says:

"Think it the best money we have ever spent."

For full particulars write

NATIONAL FLORISTS' BOARD OF TRADE  
56 Pine St., New York City

#### KENTUCKY

WILLADEAN NURSERIES, SPARTA—Lowest prices on ornamental trees, shrubs and tree seedlings. Catalpa Speciosa or Black Locust Seedlings in any quantity.

H. F. HILLENMEYER & SONS, LEXINGTON—Ornamental Trees and Shrubs; Fruits Stock.

#### MASSACHUSETTS

BAY STATE NURSERIES, NORTH ABINGTON—Assortment of Trees, Shrubs, Vines, Roses, Herbeaceous Perennials, etc.

#### MICHIGAN

I. E. ILGENFRITZ'S SON CO., MONROE—Growers and dealers. Standard fruit trees, dwarf fruit trees, small fruits, ornamentals, shade trees. Employ agents, issue catalogues.

#### MISSOURI

WILD BROTHERS NURSERY CO., SAR-COXIE—Pennant brand Peonies and other Ornamental Stock.

#### NEW YORK

JACKSON & PERKIN'S COMPANY, NEWARK—Ornamentals, roses, clematis, tree hydrangeas, perennials, etc. Agents for foreign houses selling French fruit tree seedlings, Belgian Azaleas, exotic plants, etc. WHOLESALE ONLY.

W. & T. SMITH CO., GENEVA—Highest grade stock of Fruit and Ornamentals; Shrubs, Roses, Evergreens, Vines, etc. Catalogs. LOWEST PRICES CONSISTENT WITH QUALITY.

JOHN WATSON, NEWARK—Ornamentals; Apple Seed; Kansas Apple Seedlings; Fruit Tree Seedlings, Manetti Rose Stocks from prominent French grower.

#### NEW JERSEY

PRINCETON NURSERIES, PRINCETON, N. J.—High Grade ornamental nursery stock. European importations.

#### OHIO

STORRS & HARRISON CO., PAINESVILLE—Growers of everything that makes a complete nursery. Issue catalogues and price lists. Wholesale and retail. Specialists in whatever we propagate.

FARMERS NURSERY COMPANY, TROY—Evergreens and a general line of Ornamentals and Fruit Trees.

### SELL MORE GOODS

Harness that force, cultivate that faculty of persuasion which lies dormant in all men, and train your magnetic qualities for use in your daily work. Read "How to Develop Power and Personality in Speaking," Greenville Kleiser's new book, and learn to close your deals on the spot by making your talk count. Thus you will gain access to a prolific field of new business, and will take larger and fuller orders from your established trade.

Price \$1.25 net; by mail, \$1.40.

AMERICAN FRUITS PUBLISHING CO.  
39 State St., Rochester, N. Y.

### \$5 Nursery Directory for \$1

Only exclusive Nursery Directory published. Every State; Canada and Foreign. Based on official sources. Revised to date. Lies flat, facilitating the copying of addresses. Other improvements.

### NEW EDITION READY NOW

Sent postpaid for \$1.00 by  
American Fruits Pub'g. Co., Rochester, N. Y.

**AMERICAN NURSERYMAN**  
THE NATIONAL JOURNAL OF  
Commercial Horticulture

W. B. COLE, PAINESVILLE—Evergreens a Specialty. A choice lot frequently transplanted.

#### OREGON

PORTLAND WHOLESALE NURSERY CO., PORTLAND—General line of Fruit and Ornamental Nursery Stock; Nursery Supplies.

#### TENNESSEE

FOREST NURSERY COMPANY, McMINT-ville, TENN.—Forest Seedlings & Shrubs, Box Elder, Catalpa, Locust, Poplar and Walnuts. Althea, Barberry, Privets, Deutzias, Weigelas, Winterias, etc.

#### VIRGINIA

W. T. HOOD, RICHMOND—California pri-vet. General line of high grade nursery stock.

### SEEDLINGS, ETC.

#### KANSAS

J. H. SKINNER & CO., TOPEKA—Fruit and ornamental trees and shrubs. Apple and pear seedlings. Forest tree seedlings.

### CHERRIES, ETC.

#### INDIANA

W. C. REED, VINCENNES—Cherry trees, one and two year. General line of other stock.

H. M. SIMPSON & SONS, VINCENNES—Cherry trees a specialty; one and two years old.

### SMALL FRUITS

#### MARYLAND

CHARLES M. PETERS, SALISBURY—Grape Vines of highest grade; in great variety.

#### OHIO

W. N. SCARFF, NEW CARLISLE—Every-thing in small fruit plants. Ask for price list. Large stock and great variety.

### SUPPLIES

BENJAMIN CHASE CO., DERRY, N. H.—All kinds of labels for nurserymen's use. Samples and prices submitted upon application.

### Principles and Practice

#### OF

### PRUNING

By M. G. KAINS

A highly valuable book by an expert 420 pages. 324 Illustrations. Indexed.

Will be sent postpaid on receipt of

Price: \$2.00

American Fruits Publishing Co., Inc.

39 State St., ROCHESTER, N. Y.

### NOTICE

To all American Nurserymen and Seedmen desiring to keep in touch with commercial horticulture in England and the continent of Europe. Your best means of doing this is to take in the

### HORTICULTURAL ADVERTISER

Our circulation covers the whole trade in Great Britain and the cream of the European firms. Impartial reports of all novelties, etc. Paper free on receipt of \$1.00, covering cost of postage yearly. As the H. A. is a purely trade medium, applicants should, with the subscription, send a copy of their catalogue or other evidence that they belong to the nursery or seed trade.

Established 1860

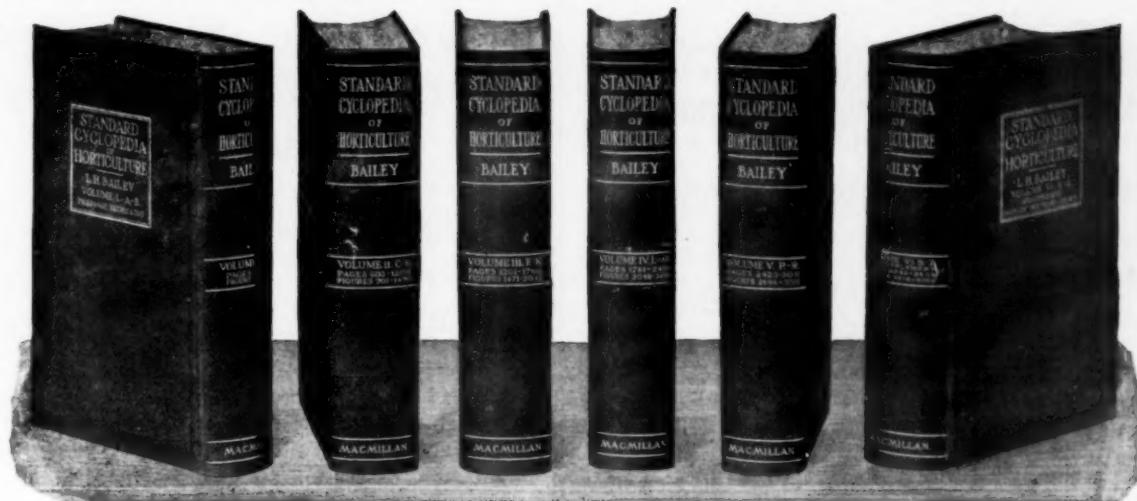
A. & C. PEARSON, Lowdham, Nottingham, Eng.

# TWO ESSENTIALS: ---

Standard Nursery Trade Directory  
Standard Cyclopedia of Horticulture

## The Standard Cyclopedia of Horticulture

BY  
Dr. L. H. Bailey



WE HAVE sold to Nurserymen and Horticulturists many sets of this Monarch of Horticultural Literature. It is the standard publication of the kind and should be in the library of every progressive horticulturist. As a reference book it is unexcelled. Six volumes, large quarto; 3600 pages; 24 full page plates; 96 sepia half-tone engravings; more than 4000 text engravings; 5000 collaborators; approximately 4000 genera, 15000 species and 40,000 plant names

Write for 16-page prospectus containing description and our offer.

AMERICAN FRUITS PUBLISHING COMPANY, Inc., 39 State Street, Rochester, N. Y.

## American Nursery Trade Directory

Listing the Nurserymen of the United States, Canada and Europe, with their addresses. Also the shipping laws regulating transportation of Nursery Stock in the Union and Canada, Federal Horticultural Board regulation regarding importations, statistical matter concerning the Nursery Business, and Horticultural Organizations, national, district and state. Alphabetically arranged.  
Indexed for ready reference

Published by  
American Fruits Pub. Co., Inc.  
39 State Street  
ROCHESTER, N. Y.

**ORIGINAL AND ONLY EXCLUSIVE  
NURSERY DIRECTORY PUBLISHED**

### ADVERTISING RATES

Page, 2 1-2x6 inches	\$12.00
Half Page, 2 1-2x3 inches	6.00
Quarter Page, 2 1-2x1 1-2	3.00

**Issued Biennially with Supplement. 1917-1918 Edition Now Ready**

**PRICE: POSTPAID ONE DOLLAR**

After experience with other lists of Nurserymen, anyone in the trade or allied interests will welcome a comprehensive Directory of the Nursery business, based upon official sources and brought down to date. This is the only exclusive Nursery Directory published. Besides its authentic lists of names of Nurserymen of the United States, Canada and Europe, and the shipping laws of every state, it gives valuable horticultural statistics and trade information.

**American Fruits Publishing Company, Inc.**

39 State Street

ROCHESTER, N. Y., U. S. A.

# A Complete Variety List

—OF—

ORNAMENTALS, FRUITS, EVERGREENS  
ROSES

CLEMATIS and HERBACEOUS PLANTS

FOR

NURSERYMEN                    ORCHARDISTS  
DEALERS                        GARDENERS  
LANDSCAPE ARCHITECTS

Lowest Prices Consistent With Quality

Our office and nurseries are situated on  
the Rochester and Eastern R. R. only  
one and one-half hours from Rochester.

**W. & T. SMITH COMPANY**

THE GENEVA NURSERY

1000 Acres                    GENEVA, N. Y.                    70 Years  
We are subscribers to the Nurserymen's  
Market Development Fund.

# FOR FALL 1918

Ornamentals, Shade Trees  
Evergreens, Perennials  
Fruits, etc.

A LARGE STOCK OF THE FOLLOWING

Cherry Trees,	- - - - -	2 yr.
Apple Trees	- - - - -	2 and 3 yr.
Peach Trees,	- - - - -	1 yr.
Norway Maple		up to 2 in.
American Elm		all sizes

Write for special prices on car lots

**C. M. HOBBS & SONS**

BRIDGEPORT,

IND.

## The Willadean Nurseries

OFFER A VERY COMPLETE LIST OF  
Ornamental Trees, Shrubs, Ever-  
greens, Vines and Herbaceous Plants

A LIMITED STOCK OF  
FOREST TREE SEEDLINGS

and would advise placing orders early for seedlings. Forest  
Tree Seeds in limited supply. Prices quoted on application.  
Trade list ready.

**THE DONALDSON CO.**

Sparta, Kentucky

## The Monroe Nursery

Established 1847

Offers a fine stock of

Peach                          Gooseberries  
Currants                      Berberis  
                                  Spirea Van Houtte

Other Ornamental Shrubs. H. P. Roses, Etc.  
Will be pleased to quote on your list of wants

**I. E. ILGENFRITZ' SONS CO.**  
MONROE, MICH.

We are subscribers to the Nurserymen's  
Market Development Fund.

## AMERICAN GROWN Lining Out Stock

The cost of importing will far exceed our price for  
home-grown stock. Furthermore, our plants will  
give you a better stand.

Bungeii Catalpa and Shrubs in carload lots

**ONARGA NURSERY COMPANY**

CULTRA BROS., Mgrs.

ONARGA,

ILLINOIS

## PRICED TO SELL

California Privet—all sizes—BEST stock in the South.

Silver Maple—Large and small sizes in car lots.

Spirea Van Houtte—5-6 feet, twice transplanted.

Hydrangea P. G.—2-3 feet, 5 or more branches.

Red Bud-Cercis canadensis—straight and smooth.

Lombardy Poplar—low branched.

White Flowering Dogwood—4 feet

and other seasonable stock—Write us

**H. F. HILLENMEYER & SONS**

LEXINGTON, KY.

"In the Heart of Kentucky's famous Blue Grass Region"

We are subscribers to the Nurserymen's  
Market Development Fund

# American Nurseryman

## The National Journal Of Commercial Horticulture

Entered September 1, 1916, at Rochester, N. Y. Post Office as second-class mail matter

Vol XXVIII

ROCHESTER N. Y., AUGUST 15, 1918

No. 4

### Comment On Current Topics

**A**RE you aware, reader, that collective advance in prices is entirely legal and is brought about by collective study of the cost of production? The only thing the collective nurserymen cannot do is to fix and agree on arbitrary prices; but this is entirely unnecessary. Let nurserymen operating under common conditions get together and ascertain the cost of production. When that is found, let them make their selling prices what they should be to provide a reasonable profit.

\* \* \*

Sounds easy, someone will say; but it is difficult to arrive at cost figures. It may be difficult until one has formed the habit of arriving at such figures. In some businesses it has been found necessary, or advisable, to employ an expert for this purpose. We do not believe it is necessary in the case of the nursery business. But if an expert is desired, let him be employed collectively. The stumbling block always in the way of arriving at a cost system for the nursery trade as a whole, is the fact that territorial conditions vary to such a degree that cost of production, sale and delivery cannot be regarded as in any way uniform; and therefore resulting prices for the product will vary, upon a uniform profit percentage, to such an extent as to be prejudicial to sales.

\* \* \*

It is for this very reason that collective advance in prices should be brought about by territorial action rather than national action. Nurserymen in the Middle States, for instance, should act collectively to ascertain costs of production and distribution in that section of the country; and base their price lists upon the result of this computation. Not an arbitrary, collectively fixed price; but such a price as is reasonable in view of conditions affecting each producer's circumstances, based upon the actual costs collectively arrived at.

Why should costs be worked out collectively while prices are to be fixed individually? Because investigation by the Federal Trade Commission reveals the fact that more than eighty-five per cent of the manufacturers in this country do not know what their products cost; and in the case of nurserymen it may be that this percentage should be raised ten. If individuals cannot or do not figure out cost systems, this work should be done collectively. By collective action nurserymen will be more likely to reach a comprehensive result as to costs than by individual action. Merchants can find the cost of an article easier than can a nurseryman—at least quicker.

After a nurseryman has been convinced of the cost and still wants to sell below cost, that is his privilege. We believe few will do so. The thing is to convince him of the cost. This is why we speak of collective action in cost finding.

\* \* \*

Now, the cost of producing nursery stock

in the Middle States will vary from that in the Eastern, Western and Southern States, of course. That is a self-evident fact, whether we proceed largely in the dark, as in the past, or whether we attempt to ascertain what those costs are. Competition and the balance of trade between sections of the country will be maintained by the varying costs of producing certain kinds of stock in one or another section and other factors.

After all, why should not nurserymen seek diligently to ascertain all the cost of producing what they sell and then individually fix a price which will return them a reasonable profit?

Some one will say: "Of what use is it to find actual costs and fix living prices if there is not the demand which will take the goods?" True, and that is what the Fund for Market Development is for. Have you subscribed?

\* \* \*

In acquiring possession of the New York Evening Post, early last month, Thomas W. Lamont of the J. P. Morgan & Co., announced that he would completely entrust the management of the paper to the editor-in-chief, adding:

"For to command the permanent confidence of the community a newspaper must be free from outside direction, both in its presentation of views and of opinions."

As further precaution to insure the independence of the publication, the new owner has lodged all his stock in the hands of Theodore N. Vail, president of the American Telephone and Telegraph Company; Ellery Sedwick, editor of the Atlantic Monthly and Henry S. Prichett of the Carnegie Foundation, as trustees.

The importance of absolute independence in the conduct of a publication is shown by this special provision in the case of one of the most influential dailies in the country.

We wonder of our readers appreciate the importance of having as the chief exponent of the American Nursery Trade an absolutely independent trade journal. No person son or corporation engaged in any way in the sale or handling of nursery stock has ever been in a position to dictate the policy of the *American Nurseryman*. The opinions of this publication are absolutely untrammeled.

\* \* \*

An effective slogan is that of the Rhinelander Nursery Co., Rhinelander, Wis.: "Our nursery stock is grown where it gets down to 42 below zero. It has to be hardy."

\* \* \*

The modern way is to evince interest in the successful use of goods sold to a customer. For instance, one who has never dealt with the Gold Nursery Co., Mason City, West Va., and may have heard of this concern for the first time, feels at once a certain degree of acquaintance upon receiving its informative letter-head by which it is

learned that the company was established so long ago as 1869, was incorporated in 1906, has office, packing grounds and nurseries within five minutes' walk of the B. & O. R. R. depot, just across the Ohio river from Pomeroy, Ohio, a few miles below Parkersburg, has branch nurseries at Hartford, W. Va., Graham Station, W. Va., and Clifton, W. Va., and assures the reader that all the company's trees are made on whole roots and planted on ground never before in nursery. The personal touch is given by announcement that W. A. Gold is president, A. F. Gold general manager, L. B. Gold secretary and E. P. Gold treasurer. A cordial invitation to visit Mason City goes out with every letter from the company, with a promise to entertain the guest while there and without obligation of any kind.

\* \* \*

Last year we urged the appointment of a vigilance committee by the American Association of Nurserymen to handle a condition which is outlined by Marion Van Kleef in the current Florists' Exchange as follows:

After a customer is deceived once, he gets discouraged and disgusted with nurserymen and landscape architects generally and prefers to leave his home grounds without shrubbery or plants rather than run the risk of being taken in a second time. He also discourages his friends by telling them of his experience. On the other hand, had this customer been treated fairly the nursery business would have been promoted because he would have been encouraged to do more planting another season.

So far as we have been able to learn no action on such matters has ever been taken by the American Association although there is a constitutional requirement covering the subject. It has been taken, however, by the Southern Nurserymen's Association, and with good results, we are told.

\* \* \*

The retailer is the main factor in making volume of trade possible. And the nurseryman must have volume of sales if he is to exist. The retailer is creative. It is largely through his salesmen or his catalogues that the public is led to buy. Therefore it is of vital importance that the retail end of the business shall have all possible co-operation in determining the correct price at which his goods may be sold.

\* \* \*

The Mitchell Nursery Co., Tacoma, Wash., continuing its practical activities in educating the public generally and the potential aid of promising organizations, in the use of nursery stock for enhancing values and promoting pleasure over a wide range, recently wrote to Maurice Fuld, national chairman of Soldiers' Camp Gardens, of the National Plant, Flower and Fruit Guild, 70 Fifth Avenue, New York City, enlisting his aid in the work. A cordial letter of co-operation was received in reply. Mr. Fuld says that all the work of the guild is done without any fee whatsoever. Small as well as large donations are welcomed. One nursery concern has offered 25,000 spireas from surplus.

# Hands Across the Seas--Our Antipodes At Work

## Definite Plan For Market Development Proposed To the Nursery and Seedmen's Association of Victoria, Australia

In the course of an address in May before the Nursery and Seedsmen's Association of Victoria, South Australia, R. E. Boardman discussed "The Nursery and Seed Trade and Its Relation to the Community." He said:

"My first point is that of increasing the knowledge and love of horticulture amongst the general public.

"To accomplish this will mean an increased demand on the part of the public for the goods of the nurseryman, plant merchant and seedsmen.

"I think it will be admitted there is a surprising lack of information amongst the public generally in regard to matters horticultural. Unfortunately, too, much of the information published for public digestion is inadequate and oftentimes incorrect.

"Instances will spring to your mind in support of this statement, and whilst at the time you, as experts, may be amused, there is another aspect—the information, such as it is, has gone forth, is practically beyond recall, and will lead some reader astray.

### Summary.

1. There is a lack of knowledge amongst the general public of matters horticultural.

2. To supply this lack will increase business of the nurserymen and seedsmen.

3. The public will correspondingly benefit.

4. This association can educate the public in horticultural matters.

I now propose to formulate a scheme whereby these desirable ends may be served.

(a) The formation of a publicity committee of this association.

(b) The supplying regularly to newspapers and magazines of bright readable information, seasonable, re horticulture.

(c) There are in Victoria three dailies, 25 monthlies, 23 weeklies, 40 suburban papers, 237 provincial papers.

..(d) I take it on myself to assert that the editors of most of these papers on being approached by the association will readily grant space for the publication of the news sent forward.

(e) Reliable information re horticulture supplied regularly will become a looked-for

feature, and each article will have a "punch" behind it and be a silent but powerful salesman for the wares of the trade.

(f) The cost of this will be but trifling, and the advantages to be gained will be great.

(g) The publicity committee would, in addition, be watchful as regards all horticultural matters published apart from the committee, and would immediately correct any mistakes. The result of this would be that this committee would speedily be looked upon as a standard in these matters, and would be referred to by editors and the general public whenever in doubt as to certain procedures.

I will be pleased to further elaborate this theme if it appeals to this association. In dismissing it from this section of my paper this evening, I would summarise thus:

1. Much, very much, knowledge is needed by the public generally.

2. You have the knowledge.

3. A comprehensive and effective means of imparting same would be advantageous.

4. The results will be bigger business."

## Small Fruits

### Strawberry Tests

**Position of Seeds.**—The position of the seeds in relation to the surface of the berry is usually of but little concern to the strawberry grower, yet it is a character that should not be altogether ignored. They may be characteristically raised above the surface as in the case of Advance and of twenty-four other varieties or the seeds may be deeply sunken in the fleshy surface, as in the case of nineteen kinds. Raised seeds protect the surface from being bruised and such berries usually ship well, although in some varieties the numerous, raised seeds give an unattractive appearance, especially with the smaller berries.

**Season of Ripening.**—The time of ripening referred to in this bulletin is the June and early July period and has nothing to do with the "fall-bearing" season, although several varieties are described which characteristically produce their fruit during the fall months. Such varieties were given the same cultural treatment as the other kinds, and this must be borne in mind in interpreting results.

The ripening season is of great importance. In some localities only the earlier varieties are profitable while in other markets the demand is for late-ripening kinds. In this report the season has been divided into very early, medium early, early mid-season, late mid-season, late and very late. The seasons are overlapping and to make any sort of division, arbitrary dates must be fixed with but scant leeway between the close of one season and the beginning of the next.

#### VERY EARLY

Campbell, Eureka, Richmond.

#### MEDIUM EARLY

Advance, Charles I, Eldorado, John H. Cook, La Bon, Lady Cornelle, Marshall Improved, Morgan No. 21, Minnesota No. 3, Oregon, Premier, Wide-awake.

#### LATE

Alvin, Autumn King, Hustler, Kellogg Prize, Knight No. 1, McAlpine, Rewastico.

#### VERY LATE

Abundance, Ford, J. B., Joe Crampton, Jopp Favorite, Pearl, Todd, Warren, Wildwood.

**Size of Fruit.**—Reasonable size is essential either for home use or for commercial purposes. It is dependent partly on the habit of the variety but is influenced largely by the amount of moisture available at ripening time. Berries may be too large as well as too small. Most varieties are intermediate in size. Addison, Ford, Jopp Favorite, Magic Gem, Morgan No. 21 and Pearl produced fruit of largest size while at the other extreme were Minnetonka, Myrtle, Murell, Standpat and Wildwood. The following varieties retained good size

#### DEDICATION

IT is for us, the living, rather, to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced. It is rather for us to be here dedicated to the great task remaining before us—that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion—that we here highly resolve that these dead shall not have died in vain—that this nation, under God, shall have a new birth of freedom—and that government of the people, by the people, for the people, shall not perish from the earth.

—Abraham Lincoln.

fairly well throughout the season: Arcade, Argyle, Aurora, Charles I, Collins, Edmund Wilson, Frances Willard, Jopp Favorite, Magic Gem, Nellis Triumph, Oregon, Pearl, Warren. Most kinds dropped rapidly in size after the first two pickings.

**Shape of Fruit.**—Shape of fruit is not usually of much concern in varieties of strawberries. There are a few, however, the fruit of which is often malformed or mis-

hapen. Roundish-conic berries usually look better and pack to better advantage than those long or wedge-shaped. Over thirty of the varieties described were conic or roundish; one, the La Bon, was inclined to be oblate; twenty-five kinds were slightly wedge-shaped; five kinds, Allen No. 1, Collins, Eureka, John H. Cook and Jopp Favorite were decidedly wedge-shaped; while the long-conic berries were represented by Alaska, Aurora, Frances Willard, Friendship, Greek, Murell, Premier, Richmond and Woodrow.

**Color of Fruit.**—Undesirable color will disqualify any variety. The appearance must be fairly attractive. The berries may be light red, medium red or dark red yet be bright and glossy, giving a handsome appearance. A dull, dingy or faded color is undesirable whether the prevailing color be light or dark. The fruit of fourteen varieties was light red, about the same number medium red, with over a dozen dark red, the darkest of all being Wide-awake. Twenty varieties were dull.

**Color of Flesh.**—The flesh-color depends on the variety and also to some extent on the stage of ripeness. Many berries with light red flesh, whitish at the center, become darker red throughout when fully mature, making it difficult to distinguish those which are characteristically whitish at the center. This character is noted in the description of varieties. Fifteen varieties produced whitish-centered berries, nearly thirty kinds medium to dark red, and twelve kinds light red.

**Juiciness of Flesh.**—The relative amount of juice in the flesh is quite constant. No amount of external moisture will make up for a natural dryness of texture. A dry berry or one lacking in juiciness will continue to be dry, rain or shine. Ten varieties are characterized as very juicy, over thirty as juicy and more than a dozen are lacking in juiciness or are but medium juicy.

On August 10th the Florists' National Publicity Fund amounted to \$42,010.25. Most of this represents yearly subscriptions or four years.

## ANOTHER LIVELY CONVENTION IN THE SOUTH

**Southern Association To Meet In Birmingham...President Fraser Prepares a Timely Program...Market Development Plan Heads the Schedule...Chicago Convention Proceedings To Be Reviewed...Government Landscaping, Legislation, Fruits For Southern Planting, Peach Harvest, Rose Culture, Educational Booklets and the Freight Situation.**

As we go to press plans have been practically completed for the annual convention of the Southern Nurserymen's Association at the Tutwiler hotel, Birmingham, Ala., Wednesday and Thursday, August 21-22.

Like the annual gatherings of the Western Association of Nurserymen, the conventions of the Southern Association are marked by lively practical discussions developed from timely and comprehensive programs. Last year, in Atlanta, for instance, the Southern Association, quick to see the real benefits of putting into effect the proposals made at the Philadelphia convention of the American Association, enthusiastically adopted a resolution heartily indorsing the pending proposition before the national association for a business organization to direct the affairs of the national body—a central headquarters under the charge of a secretary-manager—and urged the adoption of that proposition.

Then, too, the Southern Association really means what it says when it denounces dealing not in accord with established business ethics; for it follows up and puts into practice provisions for disciplining in cases where violation is clearly shown upon investigation. The members of the Southern Association are to be highly commended for this. We live in hope that the policy will extend to the national organization.

When the question was put point blank at the Atlanta convention last August: "Shall we apply the 'acid test' every year to the membership?" the Association voted emphatically in the affirmative. Apparently this action by a live organization of nurserymen has been looked upon with indifference in other quarters of trade circles.

Secretary O. Joe Howard reports a lively interest manifested in this year's meeting. The program is in the charge of the president of the Association, O. W. Fraser.

of the Fraser Nursery Co., Birmingham, Ala. It will include patriotic songs, as at the Chicago convention, and the following topics among others:

"The Market Development Fund," by O. Joe Howard, Pomona, N. C.

"The Chicago Meeting of the American Association of Nurserymen," by Henry B. Chase, Chase, Ala.

"Government Landscaping," by W. H. Kessler, landscape architect, Birmingham, Ala.

"Pending Adverse Legislation In Georgia," by Charles P. Smith, Concord, Ga.

"Varieties of Fruit for Southern Planting," by Prof. G. C. Starcher, Auburn, Ala.

"Harvesting Maryland Peaches," by G. Hale Harrison, Berlin, Md.

"Rose Culture In the South," Samuel G. Crowell, United States Nursery Co., Rose-acres, Miss.

"Educational Booklets; Their Value,"—General discussion.

"The Freight Situation"—General discussion.

Entertainment features include lunch at the Civic Club, on the top floor of one of Birmingham's twenty-six story buildings; a drive around the city and visits to local nurseries.

In addition to President Fraser and Secretary Howard, the officers include H. B. Caldwell, Atlanta, Ga., vice-president, and the following executive committee: Messrs. Fraser, Caldwell and Howard, Charles T. Smith, Concord, Ga., and C. A. Simpson, Monticello, Fla.

"The Kaiser has the wrong idea. The war will end when he asks for peace terms; not when he proposes them," remarks the Detroit News. That is our our idea exactly. Let as many of our readers as are like-minded take every opportunity to say so and to discountenance any consideration whatever of "peace terms" emanating from Berlin.

### The Labor Question

Governors of every state, mayors of all important cities in the country, the entire organization of the Council of National Defense, the Chamber of Commerce of the United States, and other business organizations, the American Federation of Labor and its state branches, virtually every moving-picture theatre and every newspaper, hundreds of banks, and 35,000 Four Minute Men of the Committee on Public Information are counted among the agents who are now carrying the message of the United States Employment Service to one hundred million Americans.

The Nation-wide publicity campaign will bring home to every citizen the call for universal co-operation on which the Federal Employment Service depends for complete success in carrying through its centralized war labor recruiting program. It is typically American undertaking, in spirit, magnitude, and the purposes for which it has been launched.

Railroads and farms are engaged in war work to the extent that under this war labor recruiting program they are protected from all recruiting by other industries.

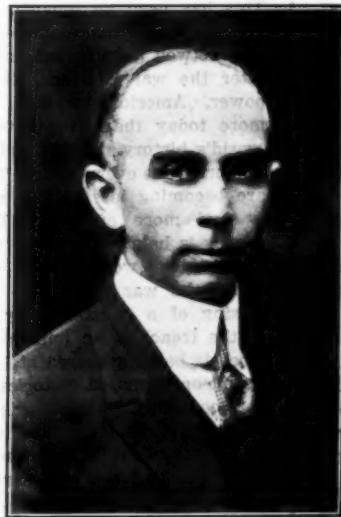
Non-war industries may advertise for labor but may not offer superior inducements or in any way undertake to compete with the Government or war industries. This means, for illustration, that a non-war plant should not in an advertisement offer wages greater than those offered by the war industries of its locality or mention conditions of employment which might attract men from war work.

Specialization in farm and railroad labor supplying is a feature of the central labor recruiting program, and the leading branch offices have special railroad labor and farm labor divisions, while in the West and in some places in the South and East offices have been established which devote their entire attention to supplying farm labor.

### MEN OF THE HOUR---"AMERICAN NURSERYMAN" SERIES



CHARLES T. SMITH, Concord, Ga.  
Of Executive Committee Southern Nurserymen's Association



C. A. SIMPSON, Monticello, Fla.  
Of Executive Committee Southern Nurserymen's Association



O. JOE HOWARD, Pomona, N. C.  
Secretary Southern Nurserymen's Assoc'n

# AN IDEA FAR AND AWAY

**Planting Trees In Honor of a Soldier or a Sailor, a Detachment or a Regiment Has the Personal Touch, and Affords a Worthy Expression of Pent-up Patriotism.**

**Now Is the Time For Boards of Trade, Fraternal and Civic Organizations To Take Supply the Trees and Those Who Seize the Idea Will Naturally Turn To Them**

**M**ARKET Development for Nurserymen is at the very doors of the trade. Already the demand has started. Closely following the action of the William H. Moon Company in planting Service Trees in honor of Morrisville men who have enlisted in their country's service, each tree to be marked with a plate in honor of a particular soldier or sailor, comes the announcement that the city of Passaic, New Jersey has taken up the matter and has formally decided to plant White Oaks as Service Trees for the Passaic men who have enlisted!

What are the nurserymen of the country doing about this?

When there was likely to be need for something the Y. M. C. A. could supply, was it necessary to ask such association to act? No, the associations volunteered. And so with the Red Cross, etc., etc. From every city, town and hamlet throughout the land men have gone for leaving a yearning for expression of affection in their behalf. The service flag is one of the temporary means

### Practical Trade Publicity

The secretary of the Mitchell Nursery Co., Tacoma, Wash., on July 24th wrote to James A. Hays, president of the Tacoma Rose Society as follows:

"We are enclosing herewith an item from the July 15th issue of the *American Nurseryman*, published at Rochester, N. Y., the leading nursery trade paper in this country, entitled 'Tired Faces Light Up,' which we know would be of interest to you as you have done so much good work both individually and collectively along this line. We think this item would be of interest and benefit to the people of Tacoma, and would suggest that you send it in to the editor of the Ledger or News-Tribune, giving the *American Nurseryman* credit for same."

"In this connection would suggest that here is an opportunity to do some good community work along the line of the city beautiful movement, by sending with this item a little letter signed by yourself under some such heading as "Grow More Flowers," urging people to grow more flowers for their own personal pleasure and mental, moral and spiritual benefit, as well as to have a surplus to give to visitors, the hospitals and at the cantonment, and to their friends and neighbors who are so situated that they cannot grow flowers themselves. It would also add much to the attractiveness of the city for everyone to have an abundance of flowers in their yard. Not only should people grow roses, but the annual and perennial classes of flowers as well. Help us preach the "Holiness of Beauty," as you can do this better than we can owing to the nature of our business."

The fruit grower who has an average of more than ten per cent wormy apples when there is a fair crop should carefully examine his methods, and in all probability get after the codling moth with the "calyx spray."

of expression. But already, there has appeared a desire for a more permanent expression of honor.

The Service Tree idea is highly appropriate. It combines the features of a memorial with those of a permanent landscape improvement. It affords means for action on the part of relatives and friends in individual cases and for organizations and municipalities in collective cases.

But is clearly up to the local nurserymen to take the initiative. The public will naturally expect the specialist, in this case as in all others, to supply the working out of the idea—to suggest the kind of tree to plant, when and where to plant it, etc. Surely the public will not look to the shoemaker or even the Service Flag maker to handle this subject.

The time to do this is now. Instantly, it would seem, a Board of Trade or a municipal government would be especially interested in what the city of Passaic had done, for instance. Something in the way of a practical suggestion or two for the local situation would seem to be all that was needed on the part of a nursery concern or a nurserymen's representation in a locality.

This point was emphasized by E. Porter Felt, state entomologist, in a recent address at the New York College of Agriculture. In

### MORE EFFICIENT

THIS government is calling to its war service the greatest experts in "capacity production." A few men of the Schwab type, says the Traders National Bank, Rochester, N. Y., working for the government at one dollar a year, are worth as much to the war enterprise as would be a good-sized army when it comes to making a huge operating force deliver the best that it is capable of. It required the vicissitudes of a great war, to make the people realize what valuable assets they had in their captains of industry. This has been an important achievement and will insure better co-operation between government and business after the war is over. Skilled manpower, American trained, is worth more today than ever before in the world's history. This country is making progress every hour. The people are becoming less selfish, more thrifty and more efficient. The whole energy is being devoted to the task of showing the world that a democracy can make war efficiently. With the raising of a greater army for work in the trenches, an immense working force is being gathered at home to do its bit on farms, in factories and other service. This work is being thoroughly organized along intelligent lines with the sole idea of rendering the most effective patriotic service in an important national crisis.

not a few localities, he went on, the proportion of wormy fruit should fall below five per cent of the entire yield.

But the time to act is now when the sentiment is such that it is being taken up without pressure. Several million shade trees may be planted as the result of present conditions—and if they are planted, hundreds of thousands of persons will in after years be thankful that the idea was suggested and followed out.

Scarcely could one conceive of a more appropriate memorial. Survivors of the war will look with pride upon the tree plates bearing their names. Relatives of others will find in them a constant source of satisfaction and strangers will evince an interest in trees to an extent which never could be created otherwise on so wide a scale.

It is a big proposition. No fund is needed. No convention is necessary. It is just a simple local proposition. Instead of lamenting the high cost of labor and the difficulties of transportation, why not take hold of this Service Tree Plan? The trade will see it, in due course, three or four years hence; but the boys will be at home again then and the glamour will have somewhat passed. There is an appropriate time for everything. Now is the time for this.

What city or town will be next?

### To Assist France

The following letter by former President John Watson to P. C. Stark, Stark Bros. Nurseries, Louisiana, Mo., is self-explanatory and of special interest to nurserymen generally:

Dear Mr. Stark: I have read with considerable interest, the letter of Mrs. Sherwin Ray, North Adams, Mass., which you were kind enough to send me. As I remember it, a committee was appointed at Philadelphia to carry out the resolution adopted there in response to an appeal from a prominent Frenchman, who asked for fruit trees to be sent to France for planting in the devastated portion of Northern France then recently relinquished by the Germans. That committee consisted of F. L. Atkins, chairman, Rutherford, N. J.; E. S. Welch, Shenandoah, Iowa; and W. C. Reed, Vincennes, Ind. I read somewhere, or heard from someone, that after investigation the committee decided that the idea was not entirely practical, that the American varieties available would not be suitable to the particular localities to be planted and that the difficulties of transportation made it next to impossible to get the trees to France. My recollection is that after some correspondence, the gentleman who wrote the Association advised the Committee that his idea could not be carried out on account of some official difficulties, and I think he withdrew his request, and the whole matter was then dropped. The suggestion offered by Mrs. Sherwin Ray is a very fine one and offers opportunity for some work in the way of reconstruction that will give to the people of Northern France the promise in time of orchards to replace those so wantonly destroyed by the retreating Germans. Mrs. Hay's idea is to solicit subscriptions in every town from school children and others under the direction of the mayor or some other local official, the fund raised

# A YETTER THAN ARBOR DAY

**Name Plates On Individual Service Trees Or Collectively Planted Liberty Avenues Will Constitute Living Memorials for Heroes and Heroines For Years and Years to Come**

**Work--City Governments Will Fall Into Line--It Is the Nurserymen's Work To**  
**Morrisville, Pa., and Passaic, N. J. Have Led the Way--Which City Will Be Next?**

An outcome of the provision for a press committee made by the American Association of Nurserymen in the administration of President E. S. Welch, at the suggestion of the editor of the *American Nurseryman*, was the idea advanced by the committee to a reporter for a Chicago newspaper during the recent convention; namely, that service trees be planted and named after men in the county's service; also that Liberty Avenues be planted by municipal or other organizations in honor of naval or military detachment.

We have wondered whether this idea would be caught up by some one in the trade and we intended to refer to it again. Consequently we are especially interested to note the adaptation referred to in the following article which appeared in the July 15th issue of the Trenton, N. J. Evening Times:

In honor of all the Morrisville young men who have answered the call of Uncle Sam and are now serving either in the army or navy, the William H. Moon Company, proprietors of the Glenwood Nurseries, will plant more than 100 trees here, one for each Morrisville man in service.

In that way to be used for buying fruit trees for little orchards and gardens in Northern France.

"That is so fine an idea and appeals so especially to the nurserymen that I should like to see it taken up and put in the way of execution. May I not suggest further that this excellent idea might be carried out in a very practical way, and since the Washington board in charge of imports will not permit the French nurserymen to ship trees or seedlings to this country after the present month, and as the Federal Horticultural Board have called a hearing for the 22d of May at which nurserymen, orchardists, fruit growers and others may appear and show cause why the importation of nursery stock and stocks from France and elsewhere should not be absolutely and permanently prohibited, and as that deprives, and will continue to deprive, the French nurserymen of a market in this country for the millions of seedlings that in the past we have depended on them to supply for the benefit of the nurserymen and fruit growers in this country—it would be entirely proper under the circumstances for the proposed fund to be spent with the French nurserymen. The logical thing would be to buy French fruit trees in France for French planters.

"Mrs. Ray's suggestion is too fine to cloak any selfish thought of ours as growers of trees. If we in this country wish to give new orchards to the French people, we can make our generosity serve a double purpose by spending the proposed fund with the French nurserymen whose market in Europe has been destroyed by the war and whose only remaining market, that of this country, is apparently to be denied them in the future." JOHN WATSON.

#### For Sale: Bragg Tree Digger

Complete with hitch for eight horses. Used very little. Reason for selling, have gone out of business.

C. H. WEBER, R. R. 4, Greenfield, Ind.

Several members of the Moon company are members of the Morrisville Chamber of Commerce, and at a recent meeting of the trade body, when it was announced that Morrisville had more than 100 young men in the service, Edward Moon, a member of the nursery company, decided upon the tree planting scheme.

The matter will be presented to the commerce body at its next meeting, and this organization will be asked to decide where the trees are to be planted and to map out the program. Several places have already been suggested for the trees, including streets, while another is to plant them in the new state park which will be laid out at the Morrisville approach to the free bridge. Every tree will bear the name of the soldier or sailor it was planted for, and a plate bearing his full service record will be placed upon each one. The planting will be done under the direction of the nursery company.

While no plans have been made for the celebration to be held in connection with this planting, members of the Chamber of Commerce expect to make this a big day for Morrisville. The family of every boy in the service will take part in the exercises and assist in planting the tree for the one who represents the family in the war. There will be a street parade and several prominent speakers will deliver addresses.

The idea is excellent. We were surprised

barring some unusual happening the Iowa fruit crop will produce a three per cent greater crop this year over what was pro-

**A**MERICAN business men do not realize the value which trade journals and technical magazines may be to them in increasing efficiency of their factories and in giving them a broad and comprehensive view of their business. Our foreign competitors read almost every article published upon their business with great care and thoroughness. Many of them have duplicate copies of their favorite trade paper sent to their homes so that they may read them away from their business without being disturbed. Many foreign manufacturers contribute articles to these journals on phases of the business with which they are most familiar. Such articles are bound to be helpful and have a constructive effect.

"Our trade journals and technical papers are the best in the world and they should be encouraged and supported by our business men. Copies should be placed where employees can see them and they should be urged to read and study them. These papers are preaching the gospel of sound business on practical lines and are helpful not only to business but to the country as a whole. If the suggestions made by them in the past had been followed by our business men it would not be necessary at this time to point out some of the fundamental weaknesses in American business."—Edward N. Hurley, Chairman U. S. Shipping Board.

duced last season according to a statement from Wesley Greene, secretary of the Iowa Horticultural Society.

that it excited no action on the part of the American Association in Chicago when it was presented as a suggestion in the formal report of the press committee.

As a prominent nurseryman has remarked: "There are in this country's service more than two million men and there will be many more. There is not a city or a village or hamlet in the country that has not sent men to the war in some capacity. The Service Flag hangs out for them; but that is a temporary showing, at the mercy of wind and elements now and not suited for permanent record. A shade tree in residence lawn or park; or a stately row along some suitable street, would give every town distinction."

If a Norway maple were planted for each soldier and sailor now and to be under arms, are there enough to go around? Provision for them could be made.

There seems no reason why, since someone or some group of persons must start a thing, the nurserymen should not take up this subject and carry it on through Boards of Trade or other local organizations.

#### Neosho Nurseries Co.

At a special meeting of the stockholders of the William P. Stark Nurseries, Inc., Tuesday, August 6th, the name was changed to Neosho Nurseries Company.

The following are directors: O. L. Cravens, C. E. Buehner, P. M. Ransom, W. P. Stark, Josiah J. Hazen.

The officers are: Josiah J. Hazen, Pres. and General Manager. C. E. Buehner, Vice Pres. and Treasurer. P. M. Ransom, Secretary.

The company has purchased the buildings with the land adjoining, which have been used as offices and packing houses for several years. They are also extending their operations at Stark City.

No other line with the same absence of co-operation between wholesaler and retailer, could survive very long. Aren't we nurserymen wondering right now how long WE can survive under present conditions? It is not "knocking" nor failing to "play the game" when we insist that the success of our business AND OF EVERY BUSINESS, depends upon a healthy and profitable condition of the means of DISTRIBUTION. If our plan is faulty, it can be corrected by our retail friends; if it is sound, it can succeed for us and others only through receiving such support as it deserves. It is, in short:

To spare neither work nor money to produce the very best quality we can grow of the things we know how to grow; service that is the fruit of experience; prices profitable alike to us and to those who buy our products; the distributing Nurserymen are our only outlet.—Princeton Nurseries.

Prices alone mean nothing; business is an exchange of values and a blind man can see that better values and higher standards are going to be demanded by those who sell nursery stock and by those who plant it.—Princeton Nurseries.

# AMERICAN NURSERYMAN



## THE NATIONAL JOURNAL OF COMMERCIAL HORTICULTURE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

Published Semi-Monthly by  
AMERICAN FRUITS PUBLISHING CO., INC.  
39 State Street, Rochester N. Y.

Phones: - Main 1002; Main 2402  
RALPH T. OLDCOTT, Pres. and Treas.

Chief International Publication of the Kind

SUBSCRIPTION RATES	
One year, in advance	\$1.50
To Foreign Countries, and Canada	2.00
Single Copies	.15

Advertisements should reach this office by the 12th or 27th of the month previous to the date of publication.

Drafts on New York, or postal orders, instead of checks, are requested.

ROCHESTER, N. Y., AUG. 15, 1918

Co-operation, not Competition

## A BILLION DOLLAR INDUSTRY

THE horticultural interests of the United States comprise one of the basic industries of the country. The approximate commercial value of the product derived therefrom is fully \$1,000,000,000 annually, according to the estimate of the National Congress of Horticulture, the organization of which was brought about through the persistent efforts of the "American Nurseryman." The welfare of the whole people of the United States depends largely upon the fostering and developing of these interests.

Scientific, systematic, practical, effective and adequate endeavor to promote this industry starts in the nurseries of the country which represent an investment of \$25,000,000. The activities of orchardists and landscape planters are inseparably connected with those of nurserymen and are recorded in close association in this publication.

The "American Nurseryman" represents in the highest degree every worthy movement for the development of this great field and has earned its title of THE NATIONAL JOURNAL OF COMMERCIAL HORTICULTURE.

## SOME WAR-TIME FACTS

ALLOW me to express the appreciation of the Food Administration for the patriotic action of the nurserymen in using their influence to increase the amount of fruit produced during 1918. We consider the matter of sufficient importance to include it in our publicity matter going out to farm papers."—U. S. Food Administration, Public Information Division, per D. S. Burch.

Apples are a standard food product. Many persons think of apples as a tonic or relish used for dessert or as an appetizer. Apples rank in food value close to potatoes and higher than many vegetables. The best grade of ripe apples runs from 15 to 18% in food value, mainly sugar; thus in 12 cars of apples there would be something like two cars of sugar and other food constituents. If 1,500,000 bu. of apples going to waste annually in Iowa for instance, could be saved for food purposes, there would be conserved in this process some 12,000,000 lbs. of sugar and food constituents.

## THE CONFERENCE TABLE

When this business is in hand of fumigating Europe and making it inhabitable for decent people—when the pernicious two-legged animal life injurious to civilization has been sprayed to extermination, the husbandmen of twentieth century morals, having uprooted and scrapped and junked the remaining slimy growth of mediaeval barbarism, will gather at a Conference Table to determine what shall be done to secure for themselves and their heirs the fruits of victory.

Shall Germany have any voice at that Table? Shall white men sit in Conference with representatives of a nation which ruthlessly trampled out millions of lives, maimed and ruined millions of others and caused billions upon billions of dollars cost? Shall Huns have anything to say about results?

When we've conducted a successful, though costly, campaign against rats, mosquitoes, or other rodents or insects, do we summon the few survivors of those pests to sit in conference on results?

Let the Allies, who fought for freedom and won it, gather to discuss wise and just disposition of what is left of a dishonored nation. But let no Hun participate. Let them declare that for all time the German people shall not possess a single shooting iron, or a single war vessel, or a single munitions plant or war plane, or a single soldier or sailor; since that people has shown that it can no more be trusted with such things than can a two-year-old child with a hair-trigger loaded revolver. Let the Allies solemnly agree to police Germany, Austria and Turkey under equitable terms, permitting the peoples of those nations to perform all proper civic functions, with freedom of the seas; but to stop there. Let the Allies agree to protect those nations from unjust attack or unjust dealings and to punish or even to war against any nation which may overstep this agreement.

Let us be assured of one thing: That if there is to be another war, it will not be started by Germany, Austria or Turkey. Let us be very sure that these countries shall have nothing to start it with! Did someone say that this is too severe? At what point did this proposal begin to be too severe?

The First Business of Nurserymen and Horticulturists is to Win the War, meantime maintaining their establishments to produce revenue for that purpose and to keep them alive and able to take their part in the Second Business which we have here briefly outlined.

And when a Peace Proposal is put forth, his it down and demand Surrender.

## FOR A TRADE SLOGAN

In our last issue we presented the suggestion by Alvin E. Nelson, Chicago, for a trade slogan to be used especially in connection with the Market Development Plan.

Can it be that Mr. Nelson is the only nurseryman in the country interested in this subject sufficiently to make a suggestion?

Two sentiments have thus far been presented for a slogan. Is that the limit?

## RATE ADVANCE DEFERRED

During the summer months the publishers of the American Nurseryman have been very busy devising means for meeting additional costs caused by war conditions generally and recent postal regulations in particular.

It had seemed that in order to preserve the exclusive features and special character of the journal a small advance in the subscription price would be necessary.

By complete revision of lists re-arrangement of some methods and the use of additional labor-saving devices, it now appears practicable to maintain the present rates, with one exception. Therefore the proposed advance will be deferred, pending conditions. The exception noted is that the rate for three years in advance will be \$3.50.

## TRADE NEWS IN A NUT SHELL

The War Industries Board has listed paper mills as among the essential industries, on the understanding that the greatest possible economy will be exercised in the use of paper and that newspapers will reduce their consumption of news print 15 per cent on daily editions and 20 per cent on Sunday editions. It is expected that similar regulations will be extended to the periodical press soon.

For some time the American Nurseryman has seen the need for such curtailment. By condensing articles and the use of solid matter to large extent in reading columns, we have held down the number of pages, while at the same time covering all trade news and matters, as is shown by the semi-monthly lists of contents. We are well in advance of the Government's action, therefore.

As we have several times stated, we believe business men in all trades these days have little time to peruse long articles with certain important occasional exceptions and that what they want in the news succinctly presented—and when it is news. The files of the American Nurseryman, we believe, will show that this policy has been followed conspicuously.

In the July 15th issue of the American Nurseryman, the address of two concerns which had subscribed to the Market Development Fund was not given. We are indebted to an interested reader for supplying these omissions:

Templin-Crockett-Bradley Co., also known as the "Children's Flower Mission," 2711 Church Avenue, Cleveland, Ohio, doing a large business in supplying "pennypackets" to school children.

Keith Brothers, strawberry growers, Sawyer, Mich.

Exceptionally hot weather, accompanied by drouth has been experienced for some time throughout the country. It is an interesting fact that while temperatures exceeded the hundred mark, sections along the Great Lakes enjoyed a marked reduction from this figure; and in the Monroe, Michigan nursery district there has been an average of one good soaking rain a week.

A New Jersey subscriber asks whether it would pay to grow English walnuts for the nuts and black walnut for timber on land which is not the best for field crops. We should answer in the affirmative, in view of the fact that consumption of English walnuts in this country far exceeds the domestic production and that black walnut lumber is in great demand and likely to be for many years to come.

**A FORTUNATE PURCHASE**

Among the interesting trade items gleaned at the Chicago convention of the American Association of Nurserymen was the way a double order of apple seedlings from Europe worked out to good advantage, though at the time it seemed an overload.

It was just one of those fortunate moves which often have brought good returns unexpectedly. The supply of apple and peach nursery stock is scarce, but one nursery company has a big stock of apple.

"It came about in this way," said Edward G. Greening, of the Greening Nursery Company, Monroe, Mich., to the writer. "Three years ago we placed a large order for apple seedlings with a French grower. Very soon afterward we considered the risk to be taken in getting this stock across the water under existing transportation conditions and decided to duplicate the order with a Belgian firm so as to be sure to have apple seedlings one way or the other. Both shipments came duly to hand, however, and we literally had our hands full. All were propagated and now we find ourselves in the very fortunate position of holding a fine stock of trees in quantity sufficient to meet a heavy demand and right at a time when apple trees are scarce and there is a likelihood that prices on fruit trees may advance considerably in the next two or three years. Importations of seedlings of any kind are not easy now."

A still further point of trade interest is that, according to a well-posted New York state nurseryman, the Greening Company has about the only surplus stock of peach to be found in the country.

**The Retail Salesman**

By E. H. Smith, Sec-Treas. Harrison Nursery Co., York, Neb.

The subject assigned me by your program committee is one that covers a very large field of activity, and I do not feel equal to the task of fully presenting the arguments which bear upon it. However, I shall touch upon the points that are certainly worthy of careful consideration by those of us who hire salesmen.

Speaking from a personal standpoint, it is a matter of choice that we are one of the firms whose policy is to hire salesmen to represent us in preference to doing a catalog business. We send out salesmen not only for the purpose of selling our line of stock, but also to sell service by educating the people to beautify their home grounds and to teach them how to care for the stock after it is planted.

Realizing the importance of building up the standard of the nursery profession, we endeavor to select salesmen who are honorable. In selecting this kind of material we ignore the old adage that "A salesman is born, not made," because we think it is a relic of the dark ages. Neither do we select the finished product of our competitors, because we would not be courteous in so doing. We select our timber from the store, the blacksmith shop, the pulpit, the farm—in fact from all walks of life—and by giving them careful training and instilling into their minds an ideal that is worth while, we develop them into desirable salesmen. Please catch this point, I did not say successful, but desirable salesmen. While it is true that a desirable salesman must be successful to a certain degree, a successful salesman may not be desirable when surveyed from an honorable standpoint. We all have heard of the fellow who goes out and gathers in big reports by selling the

people anything but honest goods. He sells everything from a grape-vine-raspberry to an orchard that will be in full bearing two years from the time it is planted. These fellows sell promises instead of nursery stock, and have for their ideal the almighty dollar. Have these fellows entirely disappeared? I believe they are gradually fading away, and why? Because the nursery firms are doing away with the dollar ideal themselves.

**THE DESIRABLE SALESMAN**

How true the saying that "Like begets like." The customer is correct when he judges the house by the salesmen it sends out. The firms and the salesmen, who are replacing the old time rounders, have an ideal that is worth while. It is "SERVICE" to their fellow men. They teach their customers to beautify their home grounds, thus enhancing the value of their property. The salesman with the proper ideal takes as much interest in his customer as he does in his employer; he teaches the customer how to plant and care for his stock as he visits him from year to year. The latter type of salesman is the desirable fellow and we should do our level best to make him 100% proficient.

In order to secure a basis from which to work, I shall discuss a 100% man, selecting ten very important qualifications of a desirable nursery salesman, giving each qualification ten points. The ten qualifications are sobriety, health, honesty, confidence, management, neatness, system, optimism, industry and perseverance.

**Sobriety.** This is the foundation stone of desirable salesmanship. It is generally conceded that one drink of liquor intoxicates a man to a certain degree and if the practice is continued it weakens every one of the other points of qualification. It destroys health, inclines to misrepresentation, kills confidence, weakens management, produces an untidy appearance, does away with system, creates pessimism, encourages laziness, and tends to discouragement.

**Health.** A sound physical condition generates an abundance of energy which is essential to put force and vigor into an argument that will win business. It gives the salesman a clear eye and a keen intellect.

**Honesty.** The salesman should be truthful and loyal to both customer and the firm he represents. He should not misrepresent facts in order to secure business.

**Confidence.** A salesman not only needs confidence in himself, but he must have confidence in his firm. He must also be able to gain the confidence of his prospective customer.

**Management.** The salesman who drops the lines may rest assured that the customer will pick them up and do the driving. He should be master of himself on all occasions. It is his duty to manage his prospect.

**Neatness.** A neat personal appearance plays an important part in securing an audience with the prospect. Wearing a smile does not in itself denote a good appearance. With one glance the prospect sizes the salesman up, and if he observes soiled clothes and a beard that needs mowing, the chances are about one to five that he will be turned down. We do not mean to insinuate that it is necessary to wear expensive clothing.

**System.** In framing a selling talk, system is necessary. A salesman must have a system in working his territory. Without system he is like a mariner without a compass.

**Optimism.** This effects a hopeful state of mind in a salesman, making him good natured, ready to supply a joke—or take one—to call a bluff in a friendly manner, or

**Cultural Topics**

The small to medium sized nursery tree, that calipers one-half to five-eights of an inch, just above the swelling where the bud or scion unites with the stock, is in many ways the ideal size for planting. According to data obtained by the Division of Pomology, University of California, trees of this size showed a larger percentage of increase in diameter the first year than did those of larger size at planting time. Trees of only three-eighths of an inch in diameter also showed a very satisfactory increase in diameter growth, in most cases. In fact, in certain blocks, these small trees showed a larger percentage increase in diameter than did the next larger size. The larger sizes, viz., the seven-eighths, one inch, one and one-eighth inches, and larger showed the smallest percentage in increase in diameter.

Progress of horticulture in Wyoming is thus indicated in a summary by the state board of horticulture:

(1) In the last quarter century there has not been a single year in which some fruit has not been grown in the state; (2) Results have been out of all proportion to the brains put into the industry; (3) More stock has been lost in proportion to that planted than in any other state, due to the indifferent methods of planting and care and to failure to select adapted varieties; (4) More fruit is grown every year, in proportion to the size and age of living orchards, than in any other state; (5) Several fruit districts will, within a year or two, produce more fruit than those communities can consume; (6) Because of the preceding fact fruit growers will soon be organizing for marketing and shipping purposes."

**Double-working Pear Trees**—Answering a correspondent's inquiry about the advantages of double-working pear trees, using Japanese sorts, Kieffer trunk and Bartlett top, evidently with the idea of rendering the trees as nearly blight-proof as possible, Prof. W. L. Howard, Division of Pomology, University of California, says in the Pacific Rural Press:

The suggestions made were good, but a much better tree is available for the trunk than the Kieffer. This is a variety called the Surprise. The Division of Pomology, University of California, now has a number of these trees planted on the University Farm at Davis and will be in a position to furnish a limited number of scions next year.

"The Surprise is even more blight resistant than the Japanese pear. Unfortunately, though, we do not have any roots of this variety and cannot procure any. The reason for not putting the Bartlett directly upon the Japanese pear is that the latter does not make a shapely tree; the Surprise on the other hand, makes a beautiful tree, and the plan to follow would be to grow the Surprise on the Japanese root until the trees are perhaps four years old, or until all the main scaffold branches have been formed. These may then be top-worked to Bartlett. In this way, even though blight did get in to the trees, it would not be possible to lose more than one of the main branches, and if care were taken this could be again top-worked on this original Surprise stump."

The address of William Flemer, N. J., the Princeton Nurseries, Princeton, N. J., is S. S. W.—523, Convois Automobile, Par. B. C. M., Paris, France.

show the customer the silver lining of every cloud.

**Industry.** The salesman who does not wait to be called in the morning; who does not fret if he doesn't get back to town before the six o'clock whistle blows, and gives all of his time to his employer, is industrious.

**Perseverance.** This is what keeps the salesman on the main line. The man who is persevering never takes a side-track. He is able to go from one appeal to another until the psychological moment is reached, and the pencil does its duty.

## Transportation

Railroads never did as large a business as they are doing today. The world's record for freight movement was broken at Columbia, Pennsylvania, in June, where 250,382 freight cars passed during the month. This was equal to a solid train upon a double track road stretching from New York to St. Louis. The average daily movement was 8,344 cars of freight handled, which meant that one car passed every ten seconds. The world's record for twenty-four consecutive hours of freight movement was also surpassed at this point on June 20 last, with the passing of 9,531 cars. The thirty-day movement of freight at this point exceeded 6,000,000 tons or more than 1,200 ordinary steamship cargoes of 5,000 tons each. The railroads are being operated with great efficiency under a nationwide service, which treats all roads as one great system, designed to furnish rolling stock, irrespective of its ownership, where it is most needed.

Some of our national transportation problems and difficulties can be better understood when it is remembered that in the northeastern section of the United States, including New York, Pennsylvania, adjoining states, and New England, the population is 693 persons to every mile of railroad; in the South the figures are 407 persons per mile; and in the West, 252.

There are 15 square miles of land to every mile of railroad in the West, while in the East there is 1 mile of railroad to every 5 square miles of land. There are innumerable factories in this eastern theatre, and the bringing in of coal and raw material and the carrying out of manufactured products make up a tremendous freight tonnage.

The Railroad Administration is solving gradually many problems. By the elimination of many unnecessary passenger trains several thousand engines are diverted from passenger to freight traffic, which relieves the situation materially. Also by loading the freight cars to full capacity, a great saving is being accomplished. Routing freight by the most direct route, and other methods adopted by the administration, are doing much to ease the strain on our transportation facilities.

Every time you stick a Thrift or War Savings Stamp on your card you are mailing money to yourself to be received later with interest. Cashing in these stamps is going to be better than "getting money from home," for with the money comes the reminder that you contributed to the great victory which then will have been completely won.

### CONTENTS OF LAST ISSUE

#### "American Nurseryman"

(If you overlook any of these items, refer to your files.)

IN AUGUST 1ST ISSUE OF THE  
"AMERICAN NURSERYMAN" Page

Coast Nurserymen Study To Meet War	
Conditions .....	36
Georgia Fruit Tree Bill.....	36
Holland Shipments In Doubt.....	37
New Zealand Nurserymen.....	37
Nurserymen and Curators .....	37
Women In Nursery Work .....	37
President Mayhew's Career .....	37
British Comment On Prices.....	37
Plant Registration .....	38
For a Nursery Trade Slogan.....	38
Dept. of Agriculture Co-operation.....	38
Unselfish Trade Service.....	39
Quarantine Conference .....	39
Regulations On Imports .....	39
Executive Committee Announcement .....	39
Apples As Army Rations .....	39
Nursery Stock Imports .....	39
Agricultural Center .....	39
An American Rose Champion .....	40
Irish Medal Roses .....	40
Nursery-grown Evergreens .....	40
Holland's Plant and Bulb Trade .....	40
To Replace Manetti .....	40
Tests of New Strawberries .....	41
Trade Bulletins .....	41
Cultural Topics .....	42
Practicability of Tractors .....	42

## Fall Bearing Strawberries

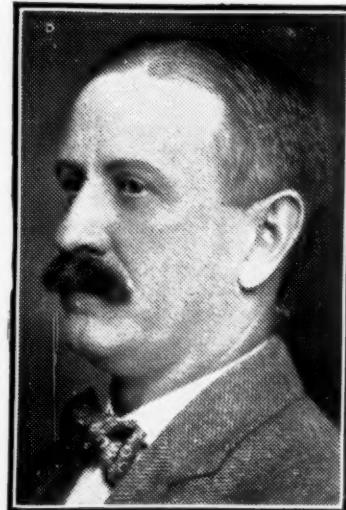
By reason of his long experience with the fall-bearing or everbearing strawberries, L. J. Farmer, Pulaski, N. Y., is repeatedly asked for advice regarding the culture. The nurseryman and the planter. The following letter is typical of many letters he receives:

Adams Center, N. Y., July 30, 1918.

The Superb strawberry plants we got of you are growing nicely and now have green berries on them. I have read your book "Farmer on the Strawberry," and am wondering if you have as much confidence in the fall bearing strawberry as you did several years ago, and if you think there would be profit in them if grown on a fairly large scale, say an acre? In other words, would you please give me advice as to what you think of the fall bearing strawberry at present?

PERCY C. PARKER.

Mr. Farmer's reply was as follows: "There is nothing you can go into, that I know of, that will pay you better than to plant an acre of the Superb strawberry plants. They yield better in spring than others, are a fine berry to sell in market and the fall crop is just so much extra. It does not in the least injure the spring crop."



CHARLES H. VICK, Rochester, N.Y.

Combining their knowledge and experience extending over many years, Charles H. Vick, president of James Vick's Sons, Rochester, N. Y., since the organization of that firm following the death of James Vick, and George B. Hart, for the past 15 years the head of a large wholesale florists' establishment in Rochester, have formed a seed and nursery firm to be known as Hart & Vick, Inc., a store having been opened at 55 Stone street, Rochester, with nursery stock, etc.

Rear-Admiral Aaron Ward, a famous amateur rosarian, died of heart disease in his 67th year at his country home, "Willowmere," Roslyn, N. Y., on July 5. After his retirement in 1912, Rear-Admiral Ward lived in Roslyn, where he spent his time cultivating roses. His garden was known throughout this country and Europe. In his garden he had more than 3000 rose bushes, and when he exhibited for charitable purposes persons came from great distances to see them. The well-known Mrs. Aaron Ward was named for his wife, who studied rose culture under M. Pernet, the famous French floriculturist. The Rear-Admiral kept a ship barometer in his garden to guide him in his planting and cultivating. At the beginning of this war he commanded and took across the water the first Red Cross ship on its errand of noble mercy. In New York he was at home, having for some years had oversight of certain naval affairs of the port.

The nurseryman's objective: The undeveloped market in a yet practically new Nation.

## LITERATURE

**Recent Publications**—Pear Growing In California, State Commission of Horticulture, Sacramento; Rots of Strawberry Fruits, U. S. D. A. Bulletin 686; Newer Varieties of Strawberries, O. M. Taylor, N. Y. Agt. Expt. Sta., Geneva, N. Y.; Farm and Home Drying of Fruits and Vegetables, Joseph S. Caldwell, U. S. D. A. Bulletin 984.

**One Season's Experience With Dust Spray**, W. S. Perrine (Trans. Ill. Hort. Soc., n. ser., 50 (1916), pp. 470-472)—It was found that a great saving in equipment and time could be effected by substituting the dust for the liquid form spray. Almost perfect results were obtained with early apples, but conditions and results were less favorable in case of late apples. A combination of liquid and dust gave very excellent results. Peaches on which dust alone was used also showed decided benefit from the treatment.

**Apple Scab and Methods of its Control**, A. J. Gunderson (Trans. Ill. Hort. Soc., n. ser., 50 (1916), pp. 357-364)—Apple scab is thought to have caused more damage to apple orchards in northern Illinois during the past two years than any other factor, and it is thought that Western New York and Michigan suffered even greater losses.

In addition to reducing the quality of the fruit, this disease increases premature dropping to a considerable extent and lowers the keeping qualities of the apple by furnishing conditions for the entrance of such organisms as those of pink rot, brown ripe rot, and black rot. Severe infection of the foliage also devitalizes the tree to a considerable extent, affecting future crops.

The occurrence of the organism on twigs is rare or unknown in Illinois. The disease is described as to the development and life history of the casual organism.

Bordeaux mixture and lime-sulphur were found to be of about equal value as regards the control of apple scab, but the former may russet the fruit and injure the foliage, while the latter may burn the fruit if applied freely in very hot weather after July 1, though it favors high coloration and finish and vigorous foliation. Lead arsenate is said to increase the fungicidal effectiveness of lime-sulphur. Four applications are ordinarily required for primary apple-scab infection, or more in a wet season, such as that of 1915. Late fall or early spring plowing is recommended to reduce the infection.

**"Information for Fruit Growers about Insecticides, Spraying Apparatus, and Important Insect Pests"** By A. L. Quaintance, Entomologist in Charge of Deciduous Fruit Insect Investigations, and E. H. Siegler, Entomological Assistant. Pp. 99, figs. 74. Contribution from the Bureau of Entomology. (Farmers' Bulletin 908.) Price 15 cents.—U. S. Dept. Agriculture.

Gives directions for the preparation and use of the more important insecticides necessary in combating the various insect pests of orchards, vineyards, etc., as well as other information of use in preventing or reducing insect losses to these crops.

## Import Restrictions

Editor American Nurseryman:

Wish to correct announcement on page 39 of August 1st issue insofar as the embargo is stated to include "Flower Seeds." Though such was the understanding at the time our circular was printed, April 27th, after a copy was submitted to Washington for any needed correction, still it seems that only bulbs were meant to be included by the War Trade Board Bureau among the restricted commodities under No. 61 of March 23rd, mentioning: "Plants, trees, shrubs and vines."

In a communication received from the War Trade Board dated July 11th we are advised: "that seeds are not restricted at the present time, and licenses for their importation may, therefore, be freely issued."

AUGUST ROLKER & SONS.  
W. Rolker.

## Landscape Art

An America Beautiful and Fruitful—In a recent letter to the Department of Education, Washington, D. C., the Mitchell Nursery Co., Tacoma, Wash., said:

"We noted in our local papers not long since an item to the effect that your department had issued a pamphlet on "Manners" for use in the public schools throughout the country—something that in our opinion, as well as many other people, is much needed, for there is no use in denying the fact that so far as our observance of many of the courtesies of life is concerned both our children and adults are careless and do not compare with the people of the older countries in these fine things which go to make life more pleasant and agreeable for everyone concerned.

"There is likewise another little matter to which we would call attention, and that is our national indifference to sightlessness. We are enclosing several articles from the Saturday Evening Post along this line which illustrate what we mean.

"The American Association of Nurserymen at their late convention adopted a slogan of "A More Beautiful and Fruitful America," or something of that sort, but if we are to have a more beautiful America it will be necessary for every man, woman and child to have a national and community ambition and pride to have his or her premises neat, clean and attractive—to have the streets and alleys of the towns and cities cleared of rubbish, waste paper, filth, etc.

**Roses Net \$1000 For the Red Cross**—In lieu of the regular annual Rose Show at Tacoma, Wash., a sale of roses lasting for a month was held each day on the various corners of the principal streets from 12 m. to 1 p. m., under the leadership of James A. Hays, president of the Tacoma Rose Society, and Carl Morrissey, one of the best amateur rose growers in the Northwest. Mr. Hays and Mr. Morrissey have large gardens of "Quality Roses" which they donated lavishly to the cause, and other rose growers kept up the supply until over \$1000 was raised for the Red Cross. The price charged was 5 cents each, but frequently

### FOR SALE

#### One Cashman Planter and One Firmer

These are in excellent condition, barely showing usage. We have no further use for these two excellent Nursery Tools. Write for best cash price.

Address:  
A. S. care of American Nurseryman, Rochester, N. Y.

### Coniferous Evergreens In Sixty Varieties

Broad leaved Evergreen Trees and Shrubs in 40 varieties. Plants for forcing purpose, as Jap Azaleas, Deutzia Gracilis, Double Flowering Peaches and Apples. Hydrangea P. G. and Otaksa, Clematis, Wisteria, Bignoniolas, English Ivy, Euonymus Radicans, Etc.

### AUDUBON NURSERY

P. O. Box No. 731

WILMINGTON, N. C.

### LEVAVASSEUR & FILS

Usse and Orleans France

HEADQUARTERS FOR

### FRUIT & ORNAMENTAL STOCKS

Sole American Agents:

### AUGUST ROLKER & SONS

51 Barclay Street, or P. O. Box 732

NEW YORK

### EVERBEARING STRAWBERRY PLANTS

If you need Everbearing strawberry plants to fill spring orders or wish to increase your planting in nurseries, we can supply you with genuine PROGRESSIVE Everbearing plants, guaranteed to be TRUE TO NAME and handled so as to reach you in best of growing condition. Write for prices.

We have been growing and breeding the Everbearing strawberries for the past eight years and have many new varieties in our experimental grounds not yet for sale. We invite a personal visit to our grounds during fruiting season, preferably during August or September. The latch string is always out. THE GARDNER NURSERY COMPANY.

Drawer 102, Osage, Iowa

quarters, and sometimes five dollars was voluntarily paid for the roses.

A Central Chamber of Horticulture, on lines of the Chamber of Agriculture in England has been proposed at a meeting in London at which George Munro, Jr., presided. The idea was heartily approved, and a strong committee appointed to carry out the preliminary work, for which a fund of £700 was raised in the room.

"It should be very clearly understood that this movement will not in any way interfere with the work which is being done by our own Association, or any of the others," says Secretary Pearson of the Horticultural Trades Association. "There are, we believe, at the present time (speaking from memory) some fifteen organizations working for the nursery, seed, market growers, market gardeners, and other branches of commercial horticulture. What is proposed is to federate all these in such a way that their influence may be united in questions of national importance, and instead of approaching the Government with a backing of a few hundred members, our own and the allied trades should come before them with the strength of tens of thousands behind them."

It will be remembered that after considerable agitation of the subject by the editor of the *American Nurseryman*, a similar central body, a national congress of horticulture was formed. We have not noted marked activity on its part, however.

### Summary of Crop Report for the United States August 1, 1918.

In the United States as a whole the production of the chief food crops this year will be large but less than was expected a month ago. The most important decline during the month was in corn which fell off 5% or 170 million bushels. The expected harvest of wheat and rye decreased 2% of 17 million bushels and potatoes 4%. The condition of pasture also declined greatly. In spite of these declines the total production of cereals is expected to be greater than last year and substantially greater than the average of previous years. The barley and rye crops will far exceed all previous records and with average weather condition from now to harvest buckwheat and rice will be in the same class. In addition there will be large crops of potatoes, cotton, tobacco and hay.

It should be noted, however, that the big crops of this year are due not to large yields per acre but to large increases in the acreage planted, and these increases have been made in spite of a shortage of labor, fertilizer and supplies of all kinds. It is apparent that the farmers of the country are doing their best.

Prices of principal farm products on August 1st, 1918, compared with those on August 1st last year and on same date during 5 years 1910-14) previous to the war.

### Crop Report for New York State for August 1, 1918.

The condition of apples has declined slightly since a month ago. Reports from growers indicate that the yield will be about 65% of a full crop. The estimate, however, includes many poorly kept orchards which produce no fruit of commercial importance. The condition of commercial orchards is reported to be 61% and the quantity of apples which will be barreled and shipped is now estimated at 6 1-3 million barrels compared with 2 1-3 million last year. In the United States as a whole the crop is estimated at 24 1-3 million barrels compared with 22 2-5 million a year ago. These figures for the U. S. include boxed apples which amounted to 8 1/2 million boxes last year.

The commercial peach crop of the state will be only about 700,000 bushels or less than 1/5 of last year's large production.

### E. P. BERNARDIN

## Parsons Wholesale Nurseries

### Parsons, Kansas

ESTABLISHED 1870

**Early Harvest & Kenoyer B. B.** Fine room grown plants in quantity.

**Peach and Jap Plums.** For those wanting fine stock for retail trade.

**Compass Cherry.** Large supply of one year trees.

**Shade Trees.** Fine assortment, all sizes. Price right.

**Fine Blocks.** Ornamental Shrubs and Evergreens grown especially for Landscape work.

**SAY YOU SAW IT IN AMERICAN NURSERYMAN.**

## EVERGREENS

### ARBOR VITAE

### JUNIPER

### RETINOSPORA

### PINES

### SPRUCE

### TAXUS

### KALMIAS

### RHODODENDRONS

Choice lot frequently transplanted

### W. B. COLE

Painesville, Ohio

### 1917-1918 EDITION

### AMERICAN NURSERY TRADE

### DIRECTORY

Completely Revised Many Changes

\$1.00 per copy, postpaid

Advertising \$2.00 per inch

### AMERICAN FRUITS PUBG. COMPANY

ROCHESTER, N. Y.

## PEONIES FOR PROFIT

The demand is increasing for both plants and cut flowers. To get your share you must have the Peonies. Prepare now. Book your order and be assured of your supply.

### SARCOXIE NURSERIES PEONY FIELDS

WILD BROS. NURSERY CO.  
SARCOXIE, MO.

### Special for Fall 1918

*Cornus* *Elegantissima*, 2-3 and 3-4 ft. Also Shrubs and Herbaceous Plants in good assortment.

T. R. NORMAN, Painesville, Ohio

### Bailey's New Standard

## Cyclopedia of Horticulture

On Easy Terms. Prospectus Free  
American Fruit Pub. Co., Rochester, N. Y.

Prices in nursery advertisements in this publication are for nurserymen only. This does not include advertisements of books or other articles.

## Commercial Fruit Culture

### Just Another Example

In the columns of the *American Nurseryman* in 1916 the readers of this journal learned of the big drive by apple growers of the Pacific Northwest to advertise the product of their orchards. At that time the meaning of the trade slogan adopted, Skookum, was explained.

Under the heading, "Skookum in 1916-17," Manager W. F. Gwin, of the Northwestern Fruit Exchange, recently wrote a series of letters to the several thousand farmer-members of the Exchange, telling the intimate, detailed story of the first year's experience in advertising Skookum Apples to a hundred million Americans.

The national campaign on Skookum was not altogether an experiment. It had been preceded by a two-year campaign in a single city, New York. \$15,000 had been spent for advertising the brand in New York, using mainly cards in the street cars. Only the extra-fancy grade of fruit was packed under the Skookum label, and only the eight varieties of apples considered the best were eligible. This first Skookum advertising was highly interesting because it did more than show attractive pictures of good apples and claim quality. It told people things about apples they had never known before. It told which varieties were best in the different seasons, how certain varieties deteriorate in storage, which varieties are best for different culinary purposes, new ways to serve apples, etc. Long before the two years were completed Skookum Apples brought the highest prices obtainable on the New York market, were known by name to all New York, and were being featured regularly by leading grocery stores, big hotels and restaurants, etc., in their advertising and on their menus.

The national campaign, which was begun in September, 1916, with attractive advertisements in national magazines, became merely an elaboration of the New York policies, as they had proved their merit. Four varieties were added, making twelve

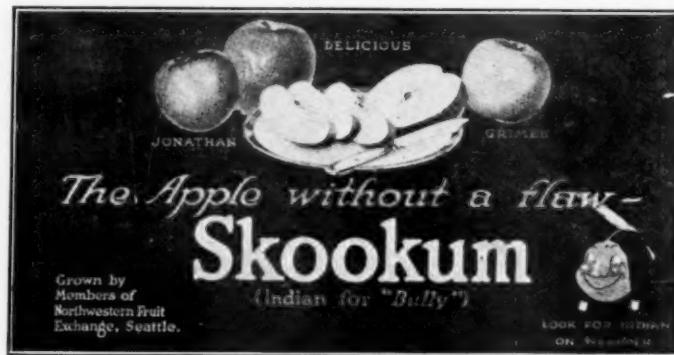
Skookum varieties, a new and more elaborate recipe booklet was prepared, showing each variety in color, new incidental publicity items were developed, for instance, Skookum apple balloons, made in Japan. The Skookum trade-mark was also adopted at this time. "Skookum" is a Chinook Indian word meaning "Fine," "Great," "Bully." The trade-mark consists of the face of a smiling Indian Imp. It appears on the tissue paper wrappers of the fruit, the box labels, and in all publicity matter.

All this proves the wisdom of the launching of the *Nurserymen's Market Development Plan*. It would seem that further argument were unnecessary.

E. Virden of the California Fruit Distributors and G. Harold Powell, formerly of the California Fruit Growers' Exchange but now with the Food Administration at Washington, all agree in the statement that the Food Administration has no thought of classing deciduous fruit as non-essential, but that consumption of perishables by the American public is desired in order to release exportable commodities; and the movement of fruit is regarded by practically all government officials as very essential.

Mr. Nagle has a letter from Mr. Powell, received March 16, saying that car prospects for the coming crop look better than last year because the government is taking active interest in saving the fruit for American consumption.

One of the most important moves ever made for the benefit of the industry, according to Mr. Nagle, is the getting into action of the American Fruit and Vegetable Shippers' Association. This was organized a year ago for the purpose of handling all questions of common interest to shippers of



### Fruit Shipping Problems Solved

In a comprehensive review of recent efforts, especially on the part of California deciduous fruit growers, to insure due attention to the transportation of fresh fruit this year, the *Pacific Rural Press* says:

Every fruit grower wants to know facts which will enable him to plan intelligently whether to ship his crop fresh, to sell it for canning, or to dry it. If conditions look as bright at fruit marketing time as they look now, there will be nearly as prosperous a season for fresh-fruit shippers as that of 1917. Food Administration action can make or break fruit shippers, and its attitude is of first importance. Manager J. L. Nagle of the California Fruit Exchange, Manager C.

perishables. Over 400,000 carloads of annual tonnage are represented, and there is reason to believe that nearly as much more may join. It will not alter present marketing arrangements, but will be most effective in correcting present abuses. It will furnish the most influential medium of bringing to the attention of railroads and governmental departments well analyzed and digested proposals put up in the best shape to get action. That it represents the entire nation is indicated by its board of directors, composed of shippers from Florida to Washington State and from Massachusetts to California. Two of the directors are Messrs. Nagle and Virden. The California Vegetable Union furnishes another. The Railway Director General's office, the Food Administration, and the Bureau of Markets are in full accord with the Association, having expressed a desire to have a representative body of the shippers of perishables with whom they could confer for the best interests of all concerned.

**Advice to Orchardists**—Prof. J. W. Crow, O. A. C. Guelph, Ont., says: The planting of commercial apple orchards in the Province of Ontario is highly desirable for several reasons: Ontario is not producing enough apples for home supply, but imports annually from Nova Scotia, British Columbia, Oregon and California. Production in Ontario, is likely to fall off still more because no commercial planting is being done. Very few commercial apple orchards have been set out in this province since 1911. Of the thousands of young trees set in the boom years of 1905 to 1911, a large proportion have already passed out of existence, probably not more than 20 per cent. of the trees planted during those years will figure in the commercial production of the future, and certainly not more than 40 per cent. of them are alive and receiving reasonable attention today. The apple is the most important and most useful fruit of the temperate zone, and, from the standpoint of public health, its culture should not be neglected.

George W. Morahn, for the last ten years sales manager of the Spaulding Nursery and Orchard Company, Springfield, Ill., has resigned that position and has returned to his former home at Sandwich, Ill., where he will continue in the retail agency business.

### APPLES FOR ORPHANS, SOMEWHERE IN FRANCE

Started by Nurserymen Somewhere in America



The exciting thing which is about to happen is the distribution of American apples to every little French orphan of the Toul refuge. These are the children of the famous American Red Cross orphanage—children who are still living on in a district under bombs and shell and gas, until gathered up by Prefet Mirman, when their care was assumed by the American Red Cross. They are undergoing a transformation from utter wretchedness to sturdy, childish happiness.

## W. T. HOOD & CO.

OLD DOMINION NURSERIES

RICHMOND, VA.

### WE OFFER FOR FALL 1918

A complete line of Nursery Stock. Special prices on Peach trees, Apple trees etc. We also offer a nice line of Norway Maples, Pin Oaks, Oriental Planes etc. California and Amoor River Privet, 1 and 2 yr. Norway Spruce, Peach Seed, Tenn. and N. C. Naturals. Also Peach Seedlings size of lead pencil.

Send us your list for quotations



### 3's For Nursery Planting

Field-Grown Own-Root Roses

Choice assortment mostly H. T.'s.

Let us book now. Send want list for prices.

Also get our prices on 1's and 2's for immediate express shipments

HOWARD ROSE CO., HEMET, CALIFORNIA

### The Art of Landscape Architecture

By SAMUEL PARSONS

Fellow of the American Society of Landscape Architects; author of "Landscape Gardening," etc.

An octavo volume of 347 pages with 57 illustrations, setting forth the underlying principles of landscape gardening. The chapters consider lawns, plantations, roads, paths, grading, rocks, water, islands, location of buildings, laying out of grounds, scope and extent of estates, maintenance, gardens and parks.

Price \$3.66

American Fruits Publishing Co.  
Rochester, N. Y.

### NUMBER OF EDITIONS HAS BEEN DOUBLED

American Nurseryman Issued Twice a Month TWENTY-FOUR TIMES A YEAR

Subscription Rates:—\$1.50 per year; three years for \$3.50.

Canada and abroad : 50 cents extra per year

"You are issuing a splendid Journal, covering the news of the trade from coast to coast." Former President E. S. Welch, American Association of Nurserymen.

Edited by Ralph T. Olcott, founder of American Nursery Trade Journalism. "The dean of Nursery Trade Journalists, who, since June, 1898—a quarter of a century—has boosted all the time for the interests of all the nurserymen."—Former President John Watson, American Association of Nurserymen.

**O**NE CAN only act in the light of present knowledge. Until you know of the existence of such a Nursery Trade Journal as the AMERICAN NURSERYMAN you must act with such knowledge as you have.

It is for this reason that we are glad to acquaint you with this publication. It speaks for itself; but if you would have corroborative proof, ask any prominent Nurseryman.

Calls for back numbers come in almost every mail. Many cannot be supplied, as editions have been exhausted. The only safe way is to see that your subscription is paid for in advance.

### A Luxury Becoming a Popular Food

HERE never was a time when Nut Culture occupied so large a place in the public mind. The war has accentuated tenfold the advantages of crops so valuable for food and so profitable for the grower as nuts. Demand for the AMERICAN NUT JOURNAL is insistent and indicates clearly the marked interest in the subject throughout the country. Nut Culture is the most interesting and most rapidly growing branch of Horticulture.

The U. S. Department of Agriculture says:—"There are few sections in the United States suited to agricultural purposes in which some species of nut trees cannot be successfully grown."

E. M. Vail, Keweenaw, Ill., says:—"No nut lover can afford to miss a single number of the AMERICAN NUT JOURNAL, whether he be a dealer in nuts, disseminator of trees or tree grower, or only a consumer. In every number some one article is worth the subscription. No article in the list of former luxuries is growing so fast in popular favor as a food."

**American Nut Journal** Subscription, \$1.25  
Advg. per inch, \$2.10  
American Fruits Pubg. Co., 39 State St., Rochester, N. Y.

**Strawberries**  
Summer and Fall Bearing  
Headquarters for Strawberries and  
Fruit Plants of all kinds. Raspberry, Blackberry, Currants, gooseberries, Grapes, Peaches, Nectarines, Apples, Shrubs, Eggs for Hatching, Crates, Baskets, Catalog free.  
L.J. Farmer, Pulaski, N.Y.

### N. C. Natural Peach Pits

Crop of 1917 is pretty well cleaned up, only a few bushels left. Price, as long as they last, is \$2 per bushel of 50 pounds, sacked, f.o.b. car shipping station.

The 1918 crop is not yet coming in, and the reports are that the supply is going to be very limited. Price now is \$2.50 per bushel of 50 pounds. This is the second time we have had to raise the price on this crop, and we are offering this price now only subject to supply and change without notice. Either crop will run 750 to 850 seed per bushel.

**J. VAN LINDLEY NURSERY CO.,  
POMONA, N. C.**

Subscribers to Market Development Fund.

"Back up the Market Development Fund. It will mean dollars to you, and no nurseryman can afford to stay out of it."—Jackson & Perkins Co., Newark, N. Y.

### LABELS FOR NURSERYMEN

THE BENJAMIN CHASE CO.,  
DERRY, N. H.

### THE SEMI-MONTHLY AMERICAN NURSERYMAN

24 ISSUES PER YEAR

Advertisements may be run:

In the first of the month issue each month; or  
In the fifteenth of month issue each month; or  
In both first and fifteenth issues of each month.

Advertising rates the same for each issue:

One inch, 1x2½ .....	\$ 1.40	Quarter page, 6x3½ .....	\$10.00
One column, 12x2½ .....	14.00	Half page, 6x7½ .....	20.00
Eighth page, 3x3½ .....	6.00	Full page, 12x7½ .....	40.00

Term Discount: 12 mo., 10%

Above rates and discount are for advertising placed directly with the publisher.

The flat rate of \$1.40 per column inch is charged for any space contracted through an agency.

Forms close:

On the 27th for the first of the month issue.

On the 12th for the fifteenth of month issue.

"A paper which gives the best value for the money to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view."—H. Dumont, Chicago, Ill., in Printer's Ink.

Preferred positions in Cover and other space are available at 25 per cent. over card rates.

# THE AMERICAN Nursery Trade Bulletin

Volume IV. No. 12

WARTIME EDITION

AUGUST 15, 1918

## Under Nurseryman's Escort

Secretary John Young, of the American Society of Florists, who has been making a country-wide canvass in the interest of the florists' publicity fund, arrived early this month in Portland, Ore., escorted from Tacoma, Wash., by J. B. Pilkington, a prominent member of the Portland Floral Society. Although his hour of arrival was near to midnight, James Forbes, representing the Portland craft, was at the station to meet him and conducted him to his hotel. Next day, he was, under good guardianship, introduced to the florist trade of Portland and vicinity, among whom he secured a number of new members for the society, and some substantial subscriptions to the publicity fund. Several who had already subscribed doubled their subscriptions.

As first thought one would be inclined to sympathize with the members of the American Society of Florists who attend the annual meeting on the 20th inst. St. Louis in August! Those nurserymen who have attended conventions of the A. A. N. there in June will be interested in the statement by the St. Louis Chamber of Commerce that the official average figures for the summer months of 1917 are: June 73.3 degrees; July, 78.9; August, 75.3. In addition, attention is called to the fact that the four months average for humidity in 1916 shows St. Louis with an average of 68, to have the lowest record among eight of the largest cities of the United States, the others in order being Seattle, Wash., Chicago, Cleveland, O., Boston, Mass., Buffalo, N. Y., and San Francisco, the four months' average for the last named in that year being 82. These are good figures to remember when the A. A. N. goes to St. Louis again.

In the case of the Society of American Florists a card of membership is issued to all members in good standing. This card admits the person to whom it is issued to the convention hall at all times during the convention, and to the trade exhibition. The non-receipt of a card by any member is an indication that his current dues have not been paid, as only those in good standing are permitted to attend the meetings. It is, therefore, incumbent upon all who intend to be present at the conventions, but have not paid their annual dues, to make prompt remittance.

Among the practical trade matters properly within the province of a secretary's duties is the handling of the trade exhibit at the conventions. It has been customary with the A. A. N. to place this work in the hands of a committee—usually a committee of one. Now that the Association has a full-time secretary, we presume he will attend to the matter, thus relieving a busy member.

Regarding the offer by a Cincinnati nurseryman, the Rural New Yorker replies to a subscriber: "No matter what this nursery firm is called, or where it claims headquarters, if it is making such offers you should refuse to patronize it. No one can furnish good trees of suitable pecan varieties at 35 cents! We are at this time figuring on some of these nut trees for planting in Florida, and reliable stock is worth one dollar or more per tree."

Thomas Jefferson said: "Cultivators of the earth are the most valuable citizens. They are the most vigorous, the most independent, the most virtuous; and they are tied to their country and wedded to its liberty and interests by the most lasting bonds."

"A paper which gives the best value to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view." —W. Dumont, Chillicothe, Ill., in Printer's Ink.

## Current Quarantine Orders

### Domestic

**Gypsy Moth and Brown-tail Moth—Quarantine No. 27:** Regulates the movement interstate to any point outside of the quarantined towns and territory, or from points in the generally infested area to points in the lightly infested area, of stone or quarry products and of the plants and the plant products listed therein. This quarantine covers portions of the New England States.

**Five-leaved Pines, Ribes and Grossularia—Quarantine No. 26:** Prohibits the interstate movement of five-leaved pines, currant and gooseberry plants from all states east of and including the states of Minnesota, Iowa, Missouri, Arkansas and Louisiana to points outside of this area; prohibits, further, the interstate movement of five-leaved pines and black currant plants to points outside the area comprising the states of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut and New York.

### Foreign

**Five-leaved Pines, Ribes and Grossularia—Quarantine No. 7, as amended:** Prohibits the importation from each and every country of Europe and Asia and from the Dominion of Canada and Newfoundland of all five-leaved pines and all species and varieties of the genera Ribes and Grossularia, on account of the white-pine blister rust.

**Seeds of Avocado or Alligator Pear—Quarantine No. 12:** Prohibits the importation from Mexico and the countries of Central America of the seeds of the avocado or alligator pear, on account of the avocado weevil.

**Citrus Nursery Stock—Quarantine No. 19:** Prohibits the importation from all foreign localities and countries of all citrus nursery stock, including buds, scions, and seeds, on account of the citrus canker and other dangerous citrus diseases. The term "citrus" as used in this quarantine includes all plants belonging to the subfamily or tribe Citrateae.

**European Pines—Quarantine No. 20:** Prohibits, on account of the European pine-shoot moth (Evetria bouliana), the importation from all European countries and localities of all pines not already excluded by quarantine No. 7.

### Other Restrictive Orders

**Nursery Stock—Nursery Stock** is entered under regulations requiring a permit, foreign certification and marking, reporting arrival and distribution, and inspection at destination. The term "nursery stock" includes all field-grown florists' stock, trees, shrubs, vines, cuttings, grafts, scions, buds, fruit pits and other seeds of fruit and ornamental trees or shrubs, and other plants and plant products for propagation, except field, vegetable and flower seeds, bedding plants, and other herbaceous plants, bulbs and roots.

**Avocado or Alligator Pear—The order of February 27, 1914,** prohibits the importation from Mexico and the countries of Central America of the fruits of the avocado, or alligator pear, except under permit and in accordance with the other provisions of the regulations issued under said order, on account of the avocado weevil. Entry is permitted only through the port of New York and is limited to the large, thick-skinned variety of the avocado. The importation of the small, purple, thin-skinned variety of the avocado and of avocado nursery stock under 18 months of age is prohibited.

We are subscribers to the fund for  
**MARKET DEVELOPMENT**  
A Co-operative National Campaign  
To Create  
**NEW BUSINESS FOR NURSERYMEN**  
ASK US ABOUT IT.

## Mid-West Exposition Prizes

The committee on commercial exhibits, of the Mid-West Horticultural Exposition, Des Moines, Ia., Nov. 5-8, 1918, is arranging for nursery stock for the prize list. Chairman T. F. Wright, of the committee says:

You may take your choice of any one of three ways of contributing nursery stock to this prize list. You may offer prizes on any one or more of the present classes and entries, or you may specify a new class or entry for any particular variety of fruit in which you may be especially interested, or you may just offer us an amount of nursery stock to be distributed over the prize list as we see fit.

The commercial prize committee would be glad to have a number of new classifications suggested by nurserymen but we would also like to have a considerable amount of nursery stock to be distributed over the present classifications as the need may require.

This exposition will be strongly of an educational nature. The two keynotes will be, first, the education of the average farmer in the production of fruit and second, the education of the public in the utilization of fruit as food. One of the objects is to greatly increase the consumption of apples and other fruit as a means of saving of such products as the government is calling for in the prosecution of the war. The exposition will have 26,000 square feet of floor space.

**July Commercial Events—**168 national banks capitalized at \$15,435,000 chartered during fiscal year ending June 30 last, as against 163 charters granted during previous year, involving \$9,470,000 capitalization.

Unfilled orders on books of United States Steel Corporation at close of June, 8,918,866 tons, compared with 11,383,287 tons same date 1917—This year's cotton crop estimated at 15,325,000 bales, suggested the third largest crop on record—Pig iron production during first half of 1918, 18,000,000 tons, this being about one million tons less than last year—Internal revenue receipts last fiscal year more than four times as great as previous year, the record total being \$3,671,918,236—June failures show new low record for decade—June bank clearings highest on record for that month—Stock Exchange listings during first half of 1918 \$132,151,835, this being a decrease of \$1,832,292,015 from the record figures reported during corresponding six months 1917—All United States Mint records were broken in past fiscal year, both for number of coins and valuation represented—General trade very active.

**Might Easily Have Been Otherwise—**There's a farmer in Buchanan county, Iowa, who did not get much of an apple crop this year. So disappointed was he with the small yield and poor quality of what he did have, that he packed up a few samples and sent them to Iowa State College to be examined. He soon found out what the trouble was. He had not sprayed.

"Those apples you sent me were affected with apple scab, with curculio and with codling moth worms," the agricultural extension horticulturist wrote back to him. "All of these troubles could be controlled by spraying with lime sulfur and arsenate of lead. Four sprayings are usually necessary to control all of these."

The Smithsonian Institution is planning to conduct a botanical survey of all northern South America. The results of the survey will be available both here and in the various republics to be visited. J. N. Rose, assistant curator of the division of plants, is now on his way to Ecuador to make a general botanical collection in the northern Andes.